



**FOR IMMEDIATE RELEASE**

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## **FETCH! Pet Care and AAA Form First-Of-Its-Kind Strategic Alliance**

*FETCH! Pet Care's Professional Pet and Home Care Services Now Offered as a Value Add to Millions of California State Automobile Association (CSAA) and AAA Sojourns® Members Across the United States*

**BERKELEY, CA, December 11, 2007** – FETCH! Pet Care ([www.fetchpetcare.com](http://www.fetchpetcare.com)), America's largest and most sophisticated pet care franchise offering professional pet sitting and dog walking services, today announced it has forged a first-of-its-kind partnership with AAA, North America's largest motoring and leisure travel organization, to offer AAA members exclusive discounts for - and streamlined access to - FETCH! Pet Care's professional pet and home care services. This deal marks the first time AAA has aligned itself with a professional pet and home care services provider with the national reach and operational capability to provide a high caliber of service to AAA's 50 million member base.

Under one of two agreements commencing December 11, 2007, FETCH! Pet Care has partnered with the California State Automobile Association (CSAA) - a division of the auto services club that provides auto insurance, travel services and membership benefits throughout Northern California, Nevada and Utah. Under the deal, CSAA's more than 4.3 million members will benefit from an ongoing 10% discount off FETCH! Pet Care services each time they provide their AAA Show Your Card & Save® membership card number. Also under the agreement, FETCH! Pet Care will be featured in the "Discounts" section of the CSAA Web site located at [www.CSAA.com](http://www.CSAA.com), along with leading brand names such as Hertz®, Marriott® and Barnes & Noble®.

This exclusive AAA Show Your Card & Save membership discount is in addition to a separate agreement FETCH! Pet Care has signed with AAA Sojourns® - a division of AAA that offers high quality, custom-tailored vacations that are created with the member in mind, and include an array of special member benefits, behind-the-scenes activities and added values only available through AAA. Under this deal, FETCH! Pet Care services will be offered as an exclusive value add within the AAA Sojourns 2008 Member Benefit Program, such that AAA Sojourns will bundle a \$20 FETCH! Pet Care discount coupon with select worldwide vacation packages offered to its members. The AAA Sojourns bundle will also include the 10% discount off FETCH! Pet Care services each time a member presents their AAA Show Your Card & Save® membership card number. FETCH! Pet Care will be featured as one of only three concierge services promoted in the AAA Sojourns catalog, and within the "Travel" section of the AAA Web site located at [www.AAA.com](http://www.AAA.com).

"We're thrilled that America's most trusted name in auto and insurance coverage, travel and financial products has elected to partner with us, as it further validates our company's position as the nation's most trusted provider of professional pet and home care services," said Paul Mann, founder and CEO of FETCH! Pet Care. "We now proudly display the AAA seal of approval so consumers from coast to coast can rest assured we meet the high standard of quality required to be an AAA partner provider."

Steve Sumner, CSAA's senior alliances manager, observed, "The partnership with FETCH! Pet Care is significant to our members as pet owners within our network will not only save money through the arrangement, but also benefit from direct access to a reliable, nationwide source for pet and home care that's available whenever and wherever they need it. Pet owners are also now better able to take their pets with them when they travel, since FETCH! Pet Care can readily provide care through its day care or overnight private boarding services at their destination."

FETCH! Pet Care provides pet owners with peace of mind while they are away from their pets. The company offers a wide range of services that cater to pet owners' specific needs and budgets, including private leashed and group off-leash dog outings, overnight sitting and daily cat and small pet visits in the client's home, boarding and daycare in the sitter's home, pet taxiing, Go FETCH! four-legged fitness, yard pet waste removal, and miscellaneous home care.

"The travel industry at large has much to gain from FETCH! Pet Care's Affiliate Partner Program initiative, as our nationwide referral source for professional pet care eliminates a common barrier among clientele, and can be leveraged to create pet-friendly vacation travel packages that differentiate one travel agency from another to establish a competitive marketplace edge," noted Kari Miller, vice president of business development for FETCH! Pet Care. "With surveys showing that almost a full quarter of dog owners throughout the U.S. will 'avoid travel with overnight stays' if hotels and resorts don't allow pets, our 'anywhere, anytime' day care or overnight private boarding services readily solve this problem that is undoubtedly costing the travel and tourism industry millions in opportunity loss."

Consumers and interested business affiliates can reach FETCH! Pet Care through its Web site at [www.FetchPetCare.com](http://www.FetchPetCare.com) or via toll-free telephone at 1-866-FETCH-ME, where they simply enter their 5-digit zip code to be quickly connected to the FETCH! Pet Care office nearest them.

#### **About AAA**

As North America's largest motoring and leisure travel organization, AAA provides more than 50 million members with travel, insurance, financial and automotive-related services. Since its founding more than 100 years ago in 1902, AAA has been a leader and advocate for the safety and security of all travelers. AAA clubs can be visited on the Internet at [www.AAA.com](http://www.AAA.com).

#### **About FETCH! Pet Care, Inc.**

Founded in 2002 and with over 1,400 service areas across the United States, FETCH! Pet Care is the pet sitting industry market leader - the new face of pet care in the 21<sup>st</sup> century. The company offers a humane alternative to kennel boarding by providing loving, in-home overnight and/or daily care to any kind of pet in the most professional and reliable manner possible. FETCH! Pet Care's carefully selected, screened and trained pet sitters and dog walkers, who are all pet owners themselves, have serviced over 10,000 clients this past year alone. The company has been featured in *Small Business Opportunities* magazine's top 20 "Boom Businesses" to get into in 2007, named among *Pet Product News International's* "25 to Watch in 2007" and included in *Entrepreneur* magazine's coveted Franchise 500 list in January 2007 and in its "7 Hot Businesses That Can Make You Rich" feature in September 2007. For franchise information or to find a location near you, visit the company's Web site at [www.FetchPetCare.com](http://www.FetchPetCare.com) or call the corporate office at 1-866-FETCH-ME.

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