



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Merilee Kern, President  
Kern Communications  
858-577-0206  
merilee@kerncommunications.com

**Amid Record Revenues, Escalating Franchise Starts and Burgeoning Corporate Partnerships, FETCH! Pet Care Appoints Director of Marketing**

*Six-year-old startup turned national pet care industry leader names Elyse A. Marks director of marketing to manage explosive corporate partner growth among other key mandates*

**BERKELEY, CA, June 17, 2008** – FETCH! Pet Care ([www.fetchpetcare.com](http://www.fetchpetcare.com)), the nation's largest pet care brand offering professional pet sitting and dog walking services, today announced that it has named Elyse A. Marks director of marketing. In this capacity, Marks is responsible for developing, implementing and overseeing the company's strategic marketing plan and programs targeted to pet owners, current and prospective franchisees and corporate partners to further establish FETCH! Pet Care as the nation's leading name in professional at-home pet care services across all sectors.

With its professional pet sitting and dog walking services now being offered as a perk to over 25 million U.S. customers, employees and organization members, in large part through strategic corporate and affiliate partnerships, Marks is charged with managing FETCH! Pet Care's rapidly growing network of channel partners that include an array of leading national and global brands. Among many others, the company's corporate partners include AAA, UPS, Blue Cross Blue Shield, Citibank, Papa Johns, Fox/Newscorp, Microsoft and Purdue University; its strategic partners include Bark Busters and Veterinary Pet Insurance; and its animal rescue and shelter agency affiliates include PETA and Best Friends.

"As our company transcends into a large nationwide provider with major partners, Ms. Marks's efforts will be integral in managing the growth of, and generally cultivating, these alliances, while also building FETCH! Pet Care into a national household brand name among consumers," said Paul Mann, founder and CEO of FETCH! Pet Care. "She offers a great deal of marketing experience and talent at the strategic, creative and project implementation levels, which is a rare and highly valuable combination. She's a welcome addition to our corporate team."

Prior to joining FETCH! Pet Care, Marks served as the director of marketing for Pump It Up, a nationally franchised, industry leading children's party destination, where her efforts were integral in the company's growth from 100 locations to over 175 locations nationwide during her tenure. Prior to Pump It Up, Marks was a founding partner of JN&E Partners, a marketing communications consultancy and, before that, she served as the director of creative services for 24 Hour Fitness, America's largest fitness club chain.

Consumers and interested business affiliates may 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 FETCH! Pet Care, Inc.**

Founded in 2002 and with over 1,600 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 thoroughly selects, screens, trains, and insures all of the pet sitters and dog walkers within its network to assure the highest level of professional, expert-based service is provided. *Entrepreneur* magazine included FETCH! Pet Care in its 2007 feature "7 Hot Businesses That Can Make You Rich," named the company among its coveted "Franchise 500" in both 2007 and 2008, and in January 2008 ranked the company as the nation's 24th Top New Franchise, 89th Top Home-Based Franchise and 73rd Low-Cost Franchise. FETCH! Pet Care has also been featured in *Small Business Opportunities* magazine's top 20 "Boom Businesses" to get into in 2007 and named among *Pet Product News International's* "25 to Watch in 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-FETCHME.

###