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With 3-Year Sales Growth of 4,117%, FETCH! Pet Care Named to *Inc.* Magazine's 2nd Annual List of America's 5,000 Fastest-Growing Private Companies

The nation's largest pet care company secures top 20th percentile position no. 964 on the 2008 Inc. 5,000, validating the company's franchise and affiliate partner model; FETCH! Pet Care poised to own a significant category share of the \$43 billion pet industry, further entrenching itself as a trusted national household brand

BERKELEY, CA, September 9, 2008 – FETCH! Pet Care (www.FetchPetCare.com), the nation's largest pet care brand offering professional pet sitting and dog walking services, today announced it has been named on the 2nd annual Inc. 5,000 list of the fastest growing private companies in the United States, as revealed in the September 2008 issue of *Inc.* magazine. The company ranked in the top 20% percent - position number 964, having realized astounding 2004-2007 sales growth of 4,117%. FETCH! Pet Care also secured position 97 in the 2008 Inc. 5,000's list of "Top 100 Business Service Companies," and position 35 also in this year's "Top 100 Companies in San Francisco-Oakland-Fremont, California."

"This achievement puts Fetch! Pet Care among an elite group that, over the years, has included Microsoft®, Timberland®, Cold Stone Creamery®, Go Daddy®, Intuit®, Jamba Juice®, Oracle®, and UnderArmour®," notes *Inc.* magazine CEO and editor-in-chief John Koten in a congratulatory letter to the company. "The Inc. 5,000 has served as a benchmark for the most innovative, dynamic, and successful companies in the nation. As an Inc. 5,000 honoree, FETCH! Pet Care is now a member of the most influential business club in America."

"We're honored to receive this significant recognition as we strive to represent the pet care services industry in the most professional and reliable manner possible, to meet 21st Century standards and establish ourselves as one of America's most trusted household brand names," said Paul Mann, founder and CEO of FETCH! Pet Care. "Being named on this list further substantiates our distinctive, highly progressive and now proven approach to franchise-based, partnership-driven pet and home care. We're delighted to be acknowledged by this venerable publication among such good company."

Of significance, FETCH! Pet Care has recently inked a nationwide deal with AAA, North America's largest motoring and leisure travel organization, which has agreed to actively promote exclusive discounts for - and streamlined access to - the company's pet and home care services to all 51 million AAA members and its 30,000 employees throughout the United States. With this, FETCH! Pet Care increases its national reach as a perk being offered to over 75 million employees, customers and members of leading companies and associations throughout North America. The company's corporate partners include AAA, UPS, Blue Cross Blue Shield, Citibank, Safeway, Fox/Newscorp, Google and Purdue University; its strategic partners include

Bark Busters and Veterinary Pet Insurance; and its animal rescue and shelter agency affiliates include Best Friends and PETA.

"With 63% - a full 71 million - of all U.S. households owning at least one pet, the pet care service industry is 'coming of age' amid the large number of baby boomers and double income households whose disposable income is on the increase, coupled with the burgeoning trend of pet 'humanization' relative to how pets are now treated and pampered," Mann notes.

"With annual spending on pets expected to hit \$52 billion in the next two years, the demand for pet care services is clearly at an all-time high irrespective of the recent economic downturn, as the pet industry is notoriously recession-proof. Indeed, our sales revenues increased 241% this past year despite the recession, far exceeding our projections. We're also forecasting similar growth in 2009 based on numerous strategic and marketing partnerships currently being established."

This national scale agreement with AAA is expected to significantly increase FETCH Pet Care's sales revenues and market share of both corporate franchise starts and new client acquisitions. Now with 200 locations, the company services tens of thousands of active clients throughout 1,700 cities and towns in 34 states across the U.S. With an average of 10 to 15 new franchise locations opening each month, FETCH! Pet Care's pool of professionally trained, bonded and insured pet sitters and dog walkers is projected to reach 5,000 by the end of 2008, and 10,000 by end of 2009 to meet growing customer demand. All this due, in large part, to FETCH! Pet Care's proprietary technology-driven operational infrastructure and highly streamlined processes, coupled with the scalable human resources required to handle a high, geographically dispersed client volume.

Consumers and interested business affiliates can reach FETCH! Pet Care through its Web site at 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.

Complete information on this year's Inc. 5,000, including company profiles and a list of the fastest-growing companies that can be sorted by industry and region can be found at www.inc5000.com.

Methodology

The 2008 Inc. 5,000 list measures revenue growth from 2004 through 2007. To qualify, companies must be U.S.-based and privately held, for profit, independent – not subsidiaries or divisions of other companies – as of December 31, 2007, and have had at least \$200,000 in revenue in 2004, and \$2 million in 2007.

About Inc. magazine:

Founded in 1979 and acquired in 2005 by Mansueto Ventures, LLC., *Inc.* magazine (www.inc.com) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 681,421, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology.

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About FETCH! Pet Care, Inc.

Founded in 2002 and with over 1,700 service areas across the United States, FETCH! Pet Care is the pet sitting industry market leader - the new face of pet care in the 21st 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 or call the corporate office at 1-866-FETCHME.

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