



NEWS RELEASE

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Pet Butler Cleaning Up in Pet Waste Industry

In Just a Year, Company Has Secured 50 Franchises

DALLAS, December 5, 2006 – Pet Butler, the nation's leading pet waste cleanup service, achieved a milestone today with the signing of its 50th franchise, which will serve Beverly Hills, California. The company now offers service to four million busy households across nearly one thousand towns in 15 states through its franchise operations.

Pet Butler began its franchise program in late 2005 and has secured 50 franchises in its first 12 months. In November Pet Butler launched franchises in Denver, Phoenix, and Huntington Beach, California. Additional franchise partners who plan to serve northern and southern California, Michigan, and Idaho have also been signed in the last 30 days.

Based in Dallas, Pet Butler provides professional pet waste cleanup and removal services for individual homeowners and their pets, as well as for multi-family communities and parks. For a small per-visit fee, Pet Butler animal waste specialists clean up and safely dispose of more than five tons of grass killing dog droppings each week. The company proudly bills itself as “#1 in the ‘#2’ business.”

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“In just a year we have surpassed a goal which we originally hadn’t expected to achieve until mid-2008,” said Matt ‘Red’ Boswell, Chief Excrement Officer of Pet Butler.

“Because our service is quickly gaining in popularity across the U.S., our business has become highly sought after by people who want to work for themselves in a career that’s admittedly out of the mainstream. To accommodate them, we deliver a first-class business operation that gives franchise owners the tools and support to be successful.”

For its franchise partners, Pet Butler provides a national call center for client support and routing assistance, along with marketing guidance, invoicing, and collection services, and extensive training as “Fecal Matter Removal Technicians.”

The company also offers a wireless mobile software solution through its PoopNet network, enabling franchisees to easily track their routes and communicate with the company’s databases via handheld computers while on the job. The extensive guidance and service the company provides to its franchise partners allow them to focus on growing their businesses and serving customers, rather than dealing with time consuming administrative details.

Boswell added that the company will also pass this year’s revenue goals, topping \$2.5 million by the end of 2006. Of that, more than \$2 million is generated by the “poop cleanup and removal” service. “Our clients love us because we do the dirty work for them,” he said.

Based on the company’s rapid growth and healthy expansion in its first year of franchising, Pet Butler projects it will surpass 100 franchise territories, generate \$4.2 million in revenue, and have scooped 40 million piles of poop in 2007.

About Pet Butler

Pet Butler provides professional pet waste cleanup and removal services and supplies for individual yards, parks, and multi-family communities. The company’s mission is to make life more convenient, enjoyable, and safe for pet owners and to give them more quality time with their pets and families. Together with its nationwide network of franchise partners, the company has been cleaning up poop for close to 20 years. To learn more, visit the Pet Butler website at www.petbutler.com or call 800-PET-BUTLER (800-738-2885).

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