



## NEWS RELEASE

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### **Turning Brown into Green, Pet Butler Rakes in Cash by Picking up Poop in 2006**

**DALLAS, January 23, 2007** – Picking up dog poop was quite profitable for Dallas-based Pet Butler in 2006. The nation's leading pet waste cleanup service ended the year with revenue of \$2 million and with franchise operations serving nearly 1,000 towns in 15 states, exceeding its growth plan by 60 percent.

“Our growth in 2006 far surpassed our expectations,” said Matt ‘Red’ Boswell, Chief Excrement Officer of Pet Butler. “We knew the demand for our service was growing, but even we were surprised by how eager pet owners are to hand off the job of cleaning up after them.”

For a nominal weekly fee, Pet Butler assures its clients and their four-legged friends have a clean and safe environment where they can enjoy more quality time.

In 2006, Pet Butler achieved several key milestones:

-  January 2006 – launched franchises in California, Florida, and Pennsylvania
-  February 2006 – 10th franchise opened in Sarasota, Florida
-  March 2006 – Pet Butler of Ohio merges with Pet Butler, Inc., adding 14 franchises
-  April 2006 – 25th franchise opened in Orlando, Florida

-  May 2006 – Pet Butler was recognized as the 10th fastest growing private company in Collin County, Texas
-  September 2006 – Connecticut and Missouri franchises open, bringing the number of franchises to 45
-  October 2006 – Pet Butler picks up its 35 millionth pile of poop and doubles its corporate office space at ‘Poop Central Command’ to just over 2,000 square feet
-  November 2006 – Pet Butler acquires its two largest competitors in Dallas
-  December 2006 – Pet Butler signs its 50th franchise, which will serve Beverly Hills, California
-  December 2006 – Pet Butler achieves revenue of \$2 million

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, water-supply contaminating dog droppings each week. The company proudly bills itself as “#1 in the ‘#2’ business.”

#### **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](http://www.petbutler.com) or call 800-PET-BUTLER (800-738-2885).

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