



NEWS RELEASE

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Pet Butler Reaches Milestone, Launching its 60th Franchise

DALLAS, March 15, 2007 – Pet Butler, the nation's leading pet waste cleanup service, announced today that it has opened its 60th franchise. The company now offers service in 17 states, making it the fastest-growing professional poop-scooping company in the nation.

Since the beginning of 2007, Pet Butler has launched 10 new franchises in seven states. Its new franchises this year are located in Indianapolis, suburban Chicago, Toledo, Ohio, Gilbert, Arizona, Chelmsford, Massachusetts, Midland, Texas, and Lexington, Kentucky. In addition to the new franchise partners, two existing franchise owners purchased second franchises serving Boise, Idaho, and Jacksonville, Florida.

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.”

“It’s exciting to have so many entrepreneurs join the Pet Butler team,” said Matt ‘Red’ Boswell, Chief Excrement Officer of Pet Butler. “This business has grown so quickly and it’s amazing to see how many people are interested in picking up poop. The reason is because we provide people with the opportunity and the tools to build a successful business.

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“We offer extensive marketing support and provide a technology-rich call center that delivers professional, courteous and client-focused service. This enables our franchise owners to concentrate on and grow their business.”

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

The company also provides a wireless mobile software solution through its PoopNet network, so franchisees can easily track their routes and communicate with the company’s databases via handheld computers while on the job. Pet Butler franchisees leave the administrative details to the company, while they emphasize personal service and business development.

Pet Butler projects it will surpass 100 franchise partners, generate \$4.2 million in revenue, and scoop its 40 millionth pile 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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