



## NEWS RELEASE

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### **Veteran Pet Butler Franchisee Niki Tudge Nominated for Franchise Association Honor**

**DALLAS – August 20, 2007** – Niki Tudge, who operates a Pet Butler franchise in Florida, has been nominated by the company for the Franchisee of the Year award given by the International Franchise Association (IFA).

Tudge, the first Pet Butler franchisee, was chosen from among the operators of the nearly 80 company franchises around the country for the award, given each year by the IFA to an outstanding franchisee who best reflects the IFA's values. She will attend the IFA's Franchise Appreciation Day conference in Washington next month.

Pet Butler is the nation's leading pet waste cleanup service, offering service in 20 states through its network of franchisees. The company 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.

Pet Butler began its franchising program in late 2005, and Niki Tudge was the first franchisee. Her Pet Butler operation serves the Florida coast from Panama City to Fort Walton Beach and adjacent areas, offering weekly and twice-weekly pickup services.

"Not only has Niki Tudge done a tremendous job in building her Per Butler business over the past two years, but she has been a mentor to other franchise partners and has single-handedly perfected our merchandise warehouse operation," said Matt "Red" Boswell, CEO (Chief Excrement Officer) of Pet Butler.

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Tudge played a pivotal role in organizing the Pet Butler merchandise and product distribution operation for Pet Butler franchisees, taking the initiative on a project that has benefited the company as a whole. She is a rich source of ideas about how to improve the company's operations, as well as those in her own territory.

"Niki's willingness to give of her time, talent, and leadership abilities represents everything that Pet Butler stands for," Boswell said. "Her compassion for animals and caring attitude toward her clients is recognized throughout the company."

In addition to her Pet Butler franchise, Tudge also operates Critter Care Services, which offers in home pet care, boutique style doggie boarding and pet dog training classes along the Emerald Coast of Florida. Her background has provided her extensive experience in high-quality customer service environments, including a decade with a British hotel company in various countries.

Pet Butler has grown its franchise program rapidly for several reasons. The company has a low cost of entry for franchisees and provides unparalleled support. In addition to providing a national customer call center and doing customer billing for its franchisees, Pet Butler offers its ARF (Administration, Routing, Franchising) web and mobile operations system. This program manages the daily operations of the company's routing, accounting, customer service, and field activities for each franchise.

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 customer service center via handheld computers while on the job.

### **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 1-800- PET-BUTLER (800-738-2885).

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