



NEWS RELEASE

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‘Stepping in It’ Is Getting Easier to Avoid with So Many Pet Butlers Around

DALLAS – September 17, 2007 – Homeowners across the country are opting to outsource the dirty job of picking up what their pets leave behind. Pet Butler, the fastest growing pet waste cleanup service, has now launched its 80th franchise, all dedicated to filling the growing demand for pet waste cleanup. In less than two years, the company has grown from one Dallas operation to picking up dog doo in 23 states.

Since June 2007, Pet Butler has launched 10 more franchises, in six states. Its newest franchises are located in: Chicago; Charlotte, North Carolina; Cincinnati and Dayton, Ohio; Riverside, California; Mesa, Arizona; and Hudson, Florida. In addition to the new franchise partners, two existing franchise owners purchased additional territories, serving expanded areas in Tampa and in Naperville, Illinois.

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. They keep the yards of individual homeowners and their pets, as well as multi-family communities and parks across the nation, poop-free. While proudly billing itself as “#1 in the #2” business,” Pet Butler recently scooped its 40 millionth pile of poop.

“With 63 million dogs in the U.S., there is tremendous growth opportunity for our business,” said Matt ‘Red’ Boswell, CEO (Chief Excrement Officer) of Pet Butler. “The demand for our services just keeps growing. There’s a great appeal to our franchise partners cleaning up yards and turning them back into playgrounds that the whole family can enjoy.”

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Pet Butler's franchise operation offers best-in-class customer service and support for franchise partners and their clients. The company has invested heavily in technology, developing a fully automated and integrated Web-based system that offers centralized client support for its franchise partners. Its ARF (Administration, Routing, Franchising) system 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. Pet Butler franchisees are able to leave the administrative details to the company, so they can emphasize personal service and business development.

Pet Butler is on track to surpass 90 franchises and generate \$4 million in revenue 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 1-800-PET-BUTLER (800-738-2885).

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