



NEWS RELEASE

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Picking Up Dog Doo Keeps Getting More Popular, Pet Butler Expands to 90 Franchises

DALLAS – January 10, 2008 – Pet Butler, the nation's leading pet waste cleanup and removal service, has opened its 90th franchise, making it easier for pet owners to keep their yards clean and poop-free. The company is now operating in 26 states.

Since September 2007, Pet Butler has launched 10 more franchises in nine states, five of them where there were no Pet Butler operations previously. Its newest franchises are located in Atlanta; St. Petersburg; Baton Rouge; Elkins Park, Pennsylvania; Lawrenceburg, Indiana; Amarillo, Texas; Warwick, Rhode Island; Bartlett, Illinois; Franklin, Tennessee; and New City, New York.

For a small per-visit fee, Pet Butler animal waste specialists clean up and safely dispose of grass-killing dog droppings. They keep the yards of individual homeowners and their pets, as well as multi-family communities and parks across the nation, poop-free. The company proudly bills itself as “#1 in the #2” business.”

“We now have franchises in more than half of the states, and we continue to grow every day,” said Matt ‘Red’ Boswell, CEO (Chief Excrement Officer) of Pet Butler. “Pet owners across the country want to keep their pets, yards and families safe from harmful bacteria caused by animal waste. We take the dirty work out of pet ownership, making our service appealing to anyone who has a dog or cat.”

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Pet Butler's clients receive best-in-class customer service and support through the company's national customer service center. The company supports its franchise partners with a fully automated and integrated Web-based system that offers centralized client support. 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 in the field. Pet Butler franchisees are able to leave the administrative details to the company, so they can emphasize personal service and business development.

Pet Butler generated more than \$3.5 million in revenue in 2007 and expects to launch another 50 franchises in 2008.

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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