



## NEWS RELEASE

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### **Picking-Up Dog Poop Pays Off for Pet Butler**

**DALLAS, January 17, 2008** – Picking up dog poop has turned [Pet Butler](#) into the largest animal waste specialist in the U.S. The Dallas-based company ended 2007 with revenue exceeding \$3.5 million and [92 franchise](#) operations in 26 states. Revenue grew 75 percent in 2007 while the number of franchises grew by more than 80 percent.

“Our Pet Butler family continues to grow faster than I ever imagined when we began franchising just over two years ago,” said Matt ‘Red’ Boswell, CEO (Chief Excrement Officer) of Pet Butler. “We knew that a lot of pet owners would benefit from our service, but we continue to be amazed at how many high caliber business professionals are eager to join the Pet Butler franchise family.”

For a nominal weekly fee, Pet Butler fecal matter removal technicians collect dog and cat waste, dispose of it properly, and carry it away, leaving families’ yards clean and bacteria free.

In 2007, Pet Butler achieved several key milestones:

- March 2007 – 60th franchise opened including four in three new states; Illinois, Massachusetts, and Kentucky
- May 2007 – Pet Butler was recognized as the [seventh fastest growing](#) private company in Collin County, Texas

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- June 2007 – 70th franchise opened including three in two new states; Alabama and Washington
- August 2007 – Pet Butler scoops its 40 millionth pile of poop
- September 2007 – 80th franchise opened, including service in Charlotte, North Carolina
- September 2007 – Pet Butler receives [Celebration of Enterprise](#) Award for fastest growing company in the up-to-\$2 million in revenue category in 2006
- October 2007 – Pet Butler holds its first annual CaCa Convention in Florida
- December 2007 – Pet Butler ranked 388th on the Entrepreneur Franchise 500 List, and 29<sup>th</sup> in the top new franchise category
- December 2007 – Pet Butler ended the year with 92 franchises

Other achievements in 2007 include the opening of the 12th California franchise, becoming the largest poop scooping service in California, and launching the Pet Butler gift card. The company also added several key executive positions to its staff and began implementing a massive technology upgrade project, which will further enhance the company's ability to serve its customers and franchise partners. Boswell added "As we continue to grow one of our ongoing goals is to make Pet Butler a household name for pet owners across America."

While 2007 proved to be a fantastic year for Pet Butler, 2008 is off to a great start as well. Since the beginning of 2008, Pet Butler proudly scooped poop from its 3 Millionth yard. To date, the company has picked up and disposed of 43.9 million piles of poop (an average of about 15 piles of dog droppings per lawn). "We like to tell people, 'our business stinks, but it's always picking up,'" said Boswell.

#### **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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