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Poo Pooing the Bad Economy, Pet Butler has Record-Setting Year

Dallas -

DALLAS - Pet Butler, the nation's leading Pet Waste Cleanup and Removal Service released their 2008 financials today – having thrived despite one of the worst economic years on record. The Dallas-based franchisor ended 2008 with organization-wide revenue exceeding \$4.44 million and 130 franchises in 27 states. Revenue grew 20 percent in 2008 while the number of franchises grew 29 percent.

“The Pet Butler family has definitely been blessed and protected during these tough economic times.” says Founder and CEO, Matt “Red” Boswell. “I attribute our growth to 3 factors: great people within our organization, a strong pet industry and busier-than-ever pet owners who just don't have the time to ‘mess’ with the mess.”

Pet Butler, which proudly bills itself as “#1 in the #2 business”, charges a small per-visit fee for its technicians to collect dog and cat waste, carry it away, and dispose of it properly. Whether in yards or public spaces, accumulated domestic animal waste can ruin lawns and presents a significant source of water pollution.

In 2008 Pet Butler achieved several key milestones:

- Achieved #512 in Inc Magazine's list of the 5,000 fastest Growing Privately Held companies
- Launched 3 new states: Georgia, Rhode Island and Tennessee
- Scooped its 50 millionth pile
- Held its 2nd Annual Caca Convention, in Phoenix, AZ
- Ranked #481 on the Entrepreneur Franchise 500 List, and #56 in the Fastest Growing Franchises category
- Sold the Dallas area's corporately owned territories for \$1.2 million
- Surpassed the 100 franchises milestone – an accomplishment only 5% of franchisors ever achieve
- Promoted Tim Leslie to the new position of CIO.
- Implemented a massive technology upgrade project which further enhanced the customer experience regarding online signups

RM ...

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- Launched an accounts receivable and royalties system overhaul which will significantly improve the company's ability to serve its customers and franchise partners.

While 2008 proved to be a fantastic year for Pet Butler, 2009 is off to a great start as well. New franchisees in Iowa, Pet Butler's 28th state, are about to open up for business. February was a record setting month for new customer signups and now over 10 million pounds of filth has been picked up from nearly 3.5 million yard cleanings. "Yes business stinks, but it's definitely picking up!" laughs Red Boswell.

When asked about Pet Butler's success, Boswell replied "Pet Butler's incredible growth is taking us closer to our ultimate goal of becoming a nationally admired household name synonymous with the Pet Waste Cleanup industry. We are poised to continue Pet Butler's hyper-growth in the U.S. and abroad over the next decade."

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 over 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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