



## NEWS RELEASE

### **Pet Butler, Nation's Top Pet Waste Cleanup Service, Adds Eight New Franchises**

DALLAS, Texas, January 23, 2006 – Pet Butler, the nation's leading pet cleanup service, has accelerated its coast-to-coast expansion by opening eight franchisee-owned offices in five states, bringing its total number of franchises to 18.

Pet Butler announced its newest franchises, in California, Florida, New Jersey, Pennsylvania, and Texas. Pet Butler, based in Dallas, provides professional pet waste cleanup and removal services for individual homeowners and their pets, as well as for multi-family communities and parks. The company proudly bills itself as “#1 in the ‘#2’ business.”

The new offices are based in suburban Los Angeles and the Bay Area in California, in Jacksonville, Sarasota, and the Panhandle in Florida, in Allentown, Pennsylvania, in central New Jersey, and in Houston, Texas. Pet Butler already has 10 company-owned franchises in the Dallas area that clean up for more than 4,000 dogs each week – nearly two tons of poop.

For its franchisees, Pet Butler offers a national call center for client support and client contact, along with marketing support, invoicing and collection services, and extensive training as “Fecal Matter Removal Technicians.”

Most importantly, it offers a wireless mobile software solution through its PoopNet network, enabling franchisees to easily track their routes and communicate with the company's databases through handheld computers while on the job. The extensive support that the company offers to its franchisees allows them to focus on growing their businesses and serving customers rather than dealing with administrative details.

Pet Butler franchise owners charge a small per-visit fee to collect dog and cat waste, carry it away, and dispose of it properly. Whether in yards or in public spaces,

accumulated domestic animal waste can ruin lawns and present a significant source of water pollution.

Matt “Red” Boswell, CEO (Chief Excrement Officer) of Pet Butler, said the six franchises represent only the start of an aggressive growth campaign for the company. “There is an enormous [need for this service](#),” Boswell said. “So many of the 100 million U.S. pet owners today are busy with their children and working long hours, and don’t have the time to deal with the distasteful but [important job of cleaning up after their pets](#).”

Boswell started the company shortly after graduating from college, seeing it as an extension of the rapid growth in personal services-oriented businesses. His company’s customers are people who take pride in the appearance of their yards and want to spend more quality time with their families and their pets, rather than devote that time to scooping up the pet’s droppings.

“They say the best business opportunity is sometimes right under your nose,” Boswell said. “In my case, it was under my shoe.”

#### **About Pet Butler**

Pet Butler was founded in 1998 to provide professional pet waste cleanup and removal to individual yards, parks, and multi-family communities. The company’s mission is to make life more convenient, enjoyable, and safe for pet owners and give them more quality time with their pets and families. The company is based in Dallas, Texas, with offices and franchises around the country. For more information, visit the Pet Butler website at [www.petbutler.com](http://www.petbutler.com) or call 800-PET-BUTLER (800-738-2885)