



PURR'N POOCH^{INC.}

EST. 1970

*Celebrating 40 Years of the Very Best
in Luxury Pet Care and Training*

For Immediate Release

PURR'N POOCH (PNP) CELEBRATES A RUBY ANNIVERSARY OF PROVIDING THE JERSEY SHORE WITH 40 YEARS OF THE VERY BEST IN LUXURY PET CARE AND TRAINING

Enjoy a gem of a year that honors PNP'S clients and shines with exciting promotions and events.

Tinton Falls, N.J. (February 14, 2010) – Purr'n Pooch Inc. (PNP), the nation's first pet resort, celebrates 40 years of providing the very best in boarding, training, grooming, and daycare. With an astounding number of over 500,000 clients who have enjoyed their warm welcome, world-class facilities, and top-notch services since 1970, PNP leads the pack in award winning service.

Passion & Purpose

Purr'n Pooch staff are professional groomers, trainers, daycare supervisors, and kennel technicians. All are certified in American Red Cross Pet First Aid & CPR. Nearly 50% of the staff has been with the company for ten years or longer, several for 25 years. PNP affiliations include: American Boarding Kennels Association, Independent Professional Pet Transportation Association, The Association of Pet Dog Trainers, International Association of Canine Professionals, and the National Association of Professional Pet Sitters.

Dick Palazzo, President and CEO of Purr'n Pooch, is an industry innovator and passionate animal welfare advocate. Dick's impressive background in veterinarian science and as a trainer, behaviorist, groomer, and businessman has been essential to Purr'n Pooch's success. Thanks to Dick's vision, commitment, knowledge, and love of animals, PNP has become one of the largest and best-known pet care facilities in the country. "My passion is love for animals. Motivation, development and creativity cannot exist without passion," said Dick Palazzo, President & CEO, Purr'n Pooch.

In the 1970s, Dick introduced the revolutionary practice of socialization to his clients. At Purr'n Pooch, each dog's temperament is tested and evaluated, then assigned to a playgroup where they can safely play off-leash with other dogs while enjoying PNP's grassy, clean outdoor play areas, splash in a waterfall and pool, or just bask in the sun. Thanks to Dick's groundbreaking practices, PNP's pets enjoy life and learning by leaps and bounds.

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Dick's wife Mary, daughters Koren and Elizabeth, and son-in-law Darren Spadavecchia have also made amazing contributions to the health and success of PNP. Each brings their own set of talents and expertise ranging from collegiate degrees in dog training and grooming, holistic health, and nutrition, to certifications in masseuse and reiki. Additionally, every family member is hand-on assisting with the day-to-day operations of the facilities, care of the pets, event planning, and customer relations.

PNP Charitable Foundation Launches a Legacy of Love

As the ruby is associated with the 40th anniversary, it represents one of the rarest gemstones and symbolizes health, wealth, wisdom, and passion. It is also an appropriate symbol for the Palazzo Family and their clients, who have contributed endless hours of their time and resources to benefit hundreds of animal rescue and welfare organizations across the globe. Inspired by their clients and pets, the Palazzo Family and a Board of individuals who share their passion for animals will launch the PNP Foundation to benefit pets in need at a special event in fall 2010.

Purr-fect Accommodations

Open 365 days a year, Purr'n Pooch's Tinton Falls and Wall Township locations boast beautiful grounds uniquely designed for the comfort and care of its pets. PNP Tinton Falls features a bright, expansive training hall; swim park; custom-designed 1,000 square foot cattery that features a 22-foot tranquil waterfall and playground; and luxury feline and canine accommodations and suites. Private dog suites feature sleep sofas with comforters, televisions, music, skylights, plants, and storage. The cattery features private condos with windows, television, perches, and multiple levels for play, climbing, and napping. PNP also invites your pet to enjoy our affordable on-site services that include daycare, training, private and open swim and play, massage therapy, grooming, and spa treatments. Services also extend beyond PNP's doors with transportation, pet sitting, and estate planning. Day-care and boarding dogs also enjoy a wide variety of complimentary monthly events. February's program includes story time; Valentine's crafts; birthday celebrations; and luaus, Super Bowl, and Mardi Gras parties.

Experience the Finest

Purr'n Pooch, Inc.

Est. 1970

Family Owned & Operated

www.purrnpooch.com

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