



PRESS RELEASE
For Immediate Release

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Pet Paradise Resorts Expands Jacksonville Area Business

Jacksonville, FL — July 24, 2007 — Pet Paradise Resorts, an exclusive, upscale pet boarding and day care business, is expanding to meet the needs of its growing client base in the North Florida area. One hundred new dog suites are being constructed at its flagship Jacksonville Airport facility in August. October will see the opening of a new facility at University Boulevard and I-95. Pet Paradise also has an existing location in St. Augustine to service customers in south Duval and St. John's counties.

“Having been at or near capacity at both our Jacksonville Airport and St. Augustine locations, the expansion is necessary to keep up with client demand,” said Fred Goldsmith, CEO of Pet Paradise. “We are grateful for the success we’ve had here, and look forward to providing the ultimate experience in boarding and grooming services to the many pet owners in the Jacksonville area.”

Pet Paradise is a premier luxury pet resort that provides a fun and safe experience for pets. Its accommodations include indoor/outdoor dog runs and climate controlled kitty condos. As guests, pets can enjoy the resort's endless amenities including a swimming pool, luxurious spa treatments and an Astroturf playing area. Owners can rest easy knowing electronic video surveillance and Web cams are on site, allowing them to see what fun their pets are having while they're away. The resort also offers the convenience of 24-hour pick-up. With the additional 100 suites at its Jacksonville Airport facility and the new University Boulevard location coming soon, Pet Paradise will soon be able to offer its exceptional services to almost twice the amount of North Florida pet owners.

The additional suites and new location are all part of a greater expansion plan that includes the goal of opening five or more locations each year for the next several years. “While excited about our growth, we will continue to maintain the personal service that our customers have come to expect,” said Goldsmith. “At all our locations the goal remains the same, to set the gold standard in the pet boarding industry.”

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ABOUT PET PARADISE RESORTS

Headquartered in Jacksonville, Fla., Pet Paradise employs a unique business model within the burgeoning pet services industry. The company provides pets and owners with a luxurious alternative to the traditional kennel, including spacious cat and dog boarding, day care, grooming and spa services. Pet Paradise began business in 2002 in St. Augustine and now has three other locations in Florida – Jacksonville Airport, Holly Hill and Palm Coast – as well as a location at the New Orleans airport.