



**PRESS RELEASE**  
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**Pet Paradise Resorts Opens Newest Facility in Gainesville**  
Facility Brings the Latest in Pet Boarding

JACKSONVILLE, Fla. — Pet Paradise Resort, an exclusive pet boarding and day care facility, is now taking reservations for a late August opening in Gainesville. Pet Paradise caters to the pampered pooch and feline whose owners want the highest in quality and recreation for their pets while they themselves vacation or travel for business. According to the American Pet Products Manufacturing Association, of the \$43 billion pet industry, \$3 billion will be spent on pet boarding and grooming in 2008.

“We are delighted to share our passion for pets with the Gainesville community and look forward to serving local pet owners with our state-of-the-art amenities,” said Fred Goldsmith, CEO of Pet Paradise.

The Pet Paradise facility is the only one of its kind in Gainesville. This five-star resort boasts spacious, climate-controlled indoor/outdoor suites for dogs; peaceful, private 6-level cat condos; a bone-shaped swimming pool; synthetic grass courtyards and 24-hour web cams. Boarding services start at \$30 for the first dog, \$22 for cats while daycare services start at \$18 for the first dog.

In addition to creating an environment pets love, Pet Paradise provides peace of mind and convenience for pet owners. Live-in caretakers and an on-call vet are available for emergencies and added security. All locations are staffed by pet industry veterans and employees undergo extensive company training. Pet Paradise locations are also Hurricane Category 3 safety rated and serve as pet evacuation sites in the event of a mandatory evacuation.

The new Gainesville Pet Paradise facility is sits on three acres on 19518 W. Newberry Rd., 7.8 miles west of I-75. It includes 124 dog runs and 20 kitty condos. Currently, Pet Paradise has eight locations throughout the South, with five locations serving Northeast Florida.

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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 builds and operates upscale pet boarding facilities, which provide pets and owners with a luxurious alternative to the traditional kennel. The Pet Paradise facilities include spacious dog and cat boarding suites as well as day care and grooming services. Pet Paradise was formed in 2002 and currently has seven operations in Florida – Jacksonville Airport, I-95 & University Boulevard in Jacksonville, St. Augustine, Ormond Beach, Palm Coast, Sanford and newly opened Gainesville – as well as operations in New Orleans and Houston. Planned openings include Tallahassee, FL, Houston Hobby Airport, Charlotte International Airport, Atlanta International Airport, and Oviedo, FL.

[www.petparadiseresort.com](http://www.petparadiseresort.com)