



Pet Paradise to Provide Dog and Cat Boarding During Mandatory Evacuations

*Company to Provide Free Pet Evacuation Registration, Pet Emergency Kit and ID Tags
Micro-chipping Services Also Available*

Jacksonville, FL (August 14, 2007) – Pet Paradise, a high-end pet boarding and day care business, is pleased to announce that all five of its locations will serve as pet evacuation sites in the event of a mandatory evacuation. During the busy hurricane season of 2004, Pet Paradise successfully boarded evacuated pets at its facilities in Palm Coast and St. Augustine. Both locations quickly filled to capacity.

“Our service will be a welcome relief to owners who struggle with where to leave their pets during an evacuation,” said Fred Goldsmith, CEO of Pet Paradise. “Our first priority is always the safety of the pets in our care, and this commitment is especially critical in emergency situations.”

All Pet Paradise facilities are Hurricane Category 3 safety rated, and a full staff is always on hand to care for evacuated pets. During mandatory evacuation periods, the service is free of charge, and Pet Paradise boards pets up to 48 hours after the evacuation has been lifted. Owners must register pets ahead of time and are considered on a first-come, first-served basis.

Pet owners – along with their pets – are encouraged to visit their nearest Pet Paradise location to pre-register their dog or cat for the evacuation service. Owners who pre-register their pets before the end of the 2007 hurricane season will be offered a pet emergency kit, ID tag engraving and a current photograph of their pet, all at no cost.

“In the midst of hurricane season, we hope this emergency kit will be a great benefit to all pet owners in the area,” said Goldsmith. “Most people prepare themselves for emergencies, but don’t always give much thought to how to prepare their pets. We want to give pet owners all the information they need to be ready in the event of an emergency.”

Pet Paradise is also offering to microchip pets for a limited time at its Jacksonville Airport location. The company’s medical director will perform the microchip procedure on August 25, 2007, between 10:00am and 3:00pm. The procedure takes only a few minutes and is virtually painless. The cost is \$39 per pet with complimentary microchip registration. Pet owners are advised to call ahead to ensure a time slot for their pet.

To board at Pet Paradise, dogs and cats must have the proper vaccinations and cannot be aggressive. Dogs are required to have Rabies, DHLPP and Bordetella vaccinations. Cats must have Rabies and FCRVP vaccinations. To make a reservation, owners can visit the Web site at www.petparadiseresort.com or call 1-877-PETS PLAY.

###



About Pet Paradise

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 in St. Augustine and currently has three other Florida locations Florida – Jacksonville, Holly Hill and Palm Coast – as well as a location at the New Orleans airport.

Media contacts:

On Ideas, (904) 354-2600

Denise Graham, denisegraham@onideas.com

Laura Jones, laurajones@onideas.com