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### **Pet Paradise Opens In Charlotte**

**August 7, 2009 – JACKSONVILLE, FL** – Pet Paradise Resorts, a Jacksonville-based company which owns and operates upscale pet boarding and grooming facilities throughout the south, opened their newest facility in Charlotte this month. The state-of-the-art pet resorts have spacious climate controlled suites, large synthetic grass courtyards, in-ground swimming pools and are staffed by a team of passionate pet lovers.

“We are excited about our most recent opening this month which expands our footprint to 13 Pet Paradise facilities throughout the south,” said Pet Paradise CEO Fred Goldsmith. “Our growth in this challenging economic environment is a testament to our great employees and our superior service offering”.

Caring for and pampering our pets is still a priority in this economic downturn and this resort is the place to do so. While at Pet Paradise, pets can lounge in their suites, play with friends, or swim in the bone-shaped pool. Web cams are available so owners can check in on their pet day or night. Guests can upgrade to a Presidential Suite which are tastefully decorated with large wrought-iron beds and flat-screen TVs which play pet-themed movies all day. All Pet Paradise facilities are open 365 days a year with convenient hours of operation. Airport locations offer free parking and are open 24/7 by appointment. Pricing is very competitive and boarding and daycare reservations can be made through their website at [www.petparadiseresort.com](http://www.petparadiseresort.com)

“We are encouraged by our performance to date which has allowed us to hire more talented people and increase our employee count to more than 150 across our 13 facilities and our corporate headquarters”, said Pet Paradise COO Fernando Acosta-Rua. “We continue to offer our pet guests a safe, clean and fun environment which ensures a wonderful experience for the

pet and peace of mind for the owner”. As Syd Howard, a 3 month old Keeshonden has told his dad Michael, a flight attendant with US Airways Express, “this is already his home away from home and his favorite place to be!”

Pet Paradise was formed in 2002 and currently has 13 facilities in operation of which nine are located throughout Florida; two are in Houston, and one each in New Orleans and Charlotte. The Charlotte location currently has 10 employees and plans to add to their staff as the business grows. All facilities are staffed 24/7 and are Hurricane Category 3 safety rated and serve as pet evacuation sites in the event of mandatory hurricane evacuations.

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