



Jacksonville-based Company Benefits from Boom in Pet Services Industry Pet Paradise Opens Third Jacksonville-area Location

Company Marks Opening with Donation to the Jacksonville Humane Society

Jacksonville, FL —November 6, 2007— When Leona Helmsley left her Maltese a \$12 million inheritance, it became clear that caring for pets no longer means the occasional bath. Owners spend more money than ever on their furry friends, and pampering pets has become an increasingly profitable business.

“Pets are part of the family, so pet owners expect the same amenities from their pet care providers as they receive from a spa or resort,” said Fred Goldsmith, CEO of Pet Paradise, a Jacksonville-based, upscale pet boarder. “Owners want to know that while they are traveling, their pets are also getting a vacation and being well taken care of.”

Earlier today, Pet Paradise opened its third Jacksonville-area location at University Boulevard and I-95. “We wanted a location that would be convenient for our customers and spacious enough to build to our specifications,” said Goldsmith. “All of our locations have in-ground swimming pools with large courtyards for exercise. And our dog suites are indoor/outdoor – much larger than the average kennel – so we needed lots of room for build-out.”

The University Boulevard facility is approximately 12,500 square feet with 177 dog suites and 12 kitty condos. The convenient location caters to both travelers and workers who require day care services for their pets. The facility is also Hurricane Category 3 safety-rated and serves as a pet evacuation point during mandatory evacuations.

In celebration of the University Boulevard location opening, Pet Paradise made a donation to the Jacksonville Humane Society. As part of its corporate philosophy, the company is committed to working with and assisting animal charities in a variety of ways. “We have close ties with the Jacksonville Humane Society, and we wanted to demonstrate our appreciation for the care and love they give to abandoned and orphaned animals all over the First Coast,” commented Goldsmith.

Chere Garrard, Public Relations Manager for the Jacksonville Humane Society, was on hand to accept the donation. “We are thrilled and grateful for this generous donation,” said Garrard. “Every donation helps us achieve our mission of finding loving homes for all animals and providing education and counseling to foster responsible pet-people relationships. We look forward to building a strong partnership with Pet Paradise in the years to come.”

The University Boulevard location is now taking reservations for the holiday period. Interested pet owners are welcome to stop by and take a tour of the facility. Further information can be found by calling 1-877-PETS-PLAY or logging onto www.petparadiseresort.com.

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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.

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