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FOR IMMEDIATE RELEASE:

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ONE HOUNDred OPEN AND GROWING!

Camp Bow Wow® Doggy Day and Overnight Camps® Now Open in 100 Locations Nationwide

Boulder, CO: In less than a decade, Camp Bow Wow® has grown from its original location in Denver, Colorado to 100 locations nationwide, and in the process raised the standards for doggy daycare and boarding facilities across the country. On Saturday, August 22, the company will celebrate the opening of its One HOUNDred Camp when Camp Bow Wow opens its doors in Lafayette, LA.

Just this month, Camp Bow Wow was named as the 447th fastest growing private company on the *INC magazine* 500 for 2009 list. Camp Bow Wow founder and CEO, Heidi Ganahl, began marketing her unique pet-care concept as a franchise in 2003. Today, over 200 franchises in 38 states and one in Canada have been sold. Another 10 Camp Bow Wow's are expected to open by the end of this year, along with 30 Home Buddies by Camp Bow Wow®, the company's new in-home pet service franchise.

"This is such an important milestone for Camp Bow Wow, words can't adequately describe how thrilling it is for me," said Ganahl. "We have 100 Camps open and another 100 in various stages of build-out and preparation. The thought leaves me speechless. When I opened my first camp, there weren't many facilities offering all-day open play for dogs," said Ganahl. "We literally had to create a market for the concept. At the time, I never would have envisioned my company growing as quickly as it has." Camp Bow Wow was the first in the pet services industry to franchise the concept of doggy day care and has built the reputation as the premier doggy day and overnight camp in North America.

Camp Bow Wow is celebrating the opening of the One HOUNDred Camp by giving away a FREE YEAR of Camp to one lucky winner. The nationwide sweepstakes began August 7. To enter, text "WOOF" to 53203, complete the entry text and reply. Or, visit <http://smsmg.com/wf.html> to enter. The winner will be announced in early November.

Ganahl believes the company will continue to grow. The rapid growth of Home Buddies, introduced in December 2008, appears to substantiate her belief. "We, as a society, have become more urban-oriented. Years ago, you could let your dog out to run and roam for hours on-end. Unfortunately, you just can't do that today, with leash laws and other ordinances governing where dogs are welcome. We've also grown to see them more as companions and extended family members. With more and more households becoming dual-income, working families, pets often get little attention during the day, making daycare or in-home care options for pets much more important to maintaining their health and happiness." Americans are expected to spend over \$50 billion on their pets this year.

Ganahl spent years developing the corporate standards and best practices in place at every Camp Bow Wow. She ran and operated two camps for years before selling a franchise: developing and refining standards and procedures by her own trial and error. Ganahl, who learned by hands-on experience, created a world-class training program for both franchise owners and their employees to share her knowledge and created a support team dedicated to assisting the Camps.

All-day play is just one of the things that set Camp Bow Wow apart from other pet care facilities, although it is one of the things campers and their guardians love best about camp. Another is the all-inclusive pricing: pups boarding for the week spend the day out in the play yards, and in the evening retreat to a private cabin furnished with a comfy cot and soft fleece blanket, have dinner, relax and enjoy a Campfire treat before bedtime. No extra charges involved. Another of Ganahl's innovations, the Camper Cam®, provides a way for puppy parents to check in on their dogs and enjoy the antics in the play yards from three miles or a continent away. The web cams, which are mounted throughout every Camp Bow Wow facility, broadcast real-time footage of the activities in the play yards that can be accessed by logging on to the Camp's website.

Camp Bow Wow

North America's Premier Doggy Day and Overnight Camp®

Where a dog can be a dog®!

Every Camp Bow Wow facility is as unique as it's owner. All are state-of-the-art facilities created to provide a welcoming environment with amenities designed to ensure that the dogs in their care have the exercise and nurturing they require to enjoy their stay. Campers are supervised by a staff of Certified Camp Counselors® at all times, and curious puppy parents can check in on the play yard activities by logging on to their Camp's website to watch real-time footage broadcast live by the many Camper Cams® installed around the camp.

Camp Bow Wow was established in 2000.

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