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Lucky Louie is Going to Camp

Camp Bow Wow® Announces the Winner of the One HOUNDreth Camp Opening Drawing

St. Clair Shores, MI: The lucky winner of the nationwide drawing held by Camp Bow Wow®, the Premier Doggy Day and Overnight Camp® to celebrate the opening of the company's 100th location in the United States has been selected. Louie, a pint-sized Yorkie and pet progeny of Heather Peralta, of St. Clair Shores, Michigan, has won a free year of Camp at Camp Bow Wow.

"On behalf of everyone at every Camp Bow Wow, I'd like to extend my congratulations to Heather and Louie," said Heidi Ganahl, CEO and founder of Camp Bow Wow. "The opening of our 100th Camp was a huge milestone for us, we had to celebrate it with the people that helped make it possible. I'm so glad that a member of our puppy family will enjoy more time at Camp." Louie will be attending Camp Bow Wow St. Clair Shores.

"We're very excited that we won," commented Peralta. "Louie loves going to Camp Bow Wow. He always comes home exhausted and happy. As for myself, I feel very comfortable taking him there. I really like it, and have been taking him to Camp once a week during my busy season at work, and once every couple of weeks when it's slower. It's great that he'll be able to go more often now. I'm looking forward to taking advantage of the Camp's grooming services as well."

"Because he's so small, I was concerned that he'd get lost among the larger dogs in the play yards when he first started going to Camp," continued Peralta. "But I soon realized that it was a needless worry as the dogs in the small dog play yard are just his size. Even so, Tony and his staff always watch out for him and take him to the old dog lounge if he needs a break from the activities. I love that I can watch him while he plays by logging on to the Internet to see the live broadcast from the play yards. It's very reassuring. I used to log on a lot more in the beginning, but I feel very comfortable knowing he's being well cared for and having fun."

"We think it's very cool that Heather and Louie won the sweepstakes," said Tony Caruso, owner of Camp Bow Wow St. Clair Shores, "Louie will fit right in with our other Day Care Member Dogs, a membership program developed by St. Clair Shores that gives pups unlimited access to the facilities for about the same cost as 7 days of Day Camp. The drawing was a great promotion, what a great way for corporate to give something back to the community and help a working family here in Michigan." Camp Bow Wow St. Clair Shores is located at 19795 E. 9 Mile Road in St. Clair Shores.

About Camp Bow Wow® *Where a dog can be a dog®*

Camp Bow Wow, the premier doggy day care and overnight camp in North America, now has 108 locations open across North America. The company was recently ranked as the 447th fastest growing private company on the INC magazine 500 for 2009 list, and was awarded the 2009 Stevie Award for Best Overall Company of the Year.

The Camp concept provides the highest levels of fun, safety and service for its campers, and peace of mind for their parents. Since the Boulder, Colorado-based Company started franchising in 2003, Camp Bow Wow has sold more than 200 franchises in 38 states, plus one in Canada. As Camp Bow Wow grows, our simple philosophy remains the same: It's all about the dogs.

www.campbowwow.com



Louie Peralta