



PUSSY & POOCH, AN INNOVATIVE PET BOUTIQUE OPENS IN DOWNTOWN LOS ANGELES

Opening Kicks Off with "12 Days of Twinkle"

Boutique Features Distinctive and Moderately Priced Products and Services Catering to Pet Owners of the Urban Loft, Condo, and Apartment Lifestyle

Los Angeles, CA – December 5, 2007 – Pussy & Pooch (www.pussyandpooch.com), an innovative and unique pet boutique catering to pet owners living in, and visiting, downtown Los Angeles announced today that it has formally opened its doors at 564 South Main Street, Los Angeles, CA 90013, cross street 6th Street.

Catering to the urban loft, condo or apartment lifestyle of indoor pet living, Pussy & Pooch brings a playful, edgy and fun twist to the traditional pet store experience with distinctive, yet moderately priced products and services. Offering a colorful and interactive social setting for pets and their parents, Pussy & Pooch is home to the one-of-a-kind Pawbar™ featuring in-store freshly prepared pet meals at a food counter for dogs, as well as a self serve Bathhouse for owners to wash their pets, an in-store PETaPOTTY™ area, and a covered outdoor patio for owners to enjoy their own refreshments and free Internet, while hanging out with their furry friends.

In addition, Pussy & Pooch features an array of pet centric merchandise including pet fashion, toys, gifts and accessories, and specializes in a variety of premium organic, raw, dehydrated and traditional pet food diets, as well as nutritional guidance geared toward maintaining pets' well-being. The boutique is the exclusive authorized dealer of PETaPOTTY™ for downtown Los Angeles. Additional key retail partners include Honest Kitchen, Nature's Variety, Primal, PuchiBag, Pink Polka Dog, ruff ruff & Meow and Petbitat. The boutique is also the first U.S. retailer for the French dog brand Kappachan.

To keep with the holiday season, Pussy & Pooch will offer a special "12 Days of Twinkle" starting December 11. The two-week celebration will provide a variety of fun and festive in-store promotions and events including;

- **December 11th** – 12 Days of Twinkle Begins
 - o 10% off on all treats and Free Holiday Cookie for dogs

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- **December 12th** – FIDM Holiday Trunk Show co-sponsored by FIDM Museum Shop and the FIDM Alumni Association

- Shop the Pussy & Pooch mini-boutique and 30 other vendors for fashion, gifts, and accessories
- **December 13th** – Downtown Art Walk
 - Featuring pet art/photography, curator Dale Youngman, showcasing four artists at Pussy & Pooch
- **December 14th** – TGIF at the Pawbar / Thank God it's Food
 - Special holiday meals at the Pawbar
- **December 15th** – Dog Wash Promotion at the Bathhouse
 - Lather up and get clean for Saturday night parties, \$5 off washes plus FREE Blueberry Facials
- **December 16th** – Doggie Yogurt and Holiday Shopping Deals
 - Enjoy delicious Yoghund doggie yogurt on the patio and holiday deals on fashion & accessories
- **December 17th** – 10% off all Books
 - Special deals on books ranging from pet photography and pet resource guides to pet cookbooks and holistic health books
- **December 18th** – Tinkle Tuesday
 - PETaPOTTY sale, plus 10% discount on a full range of spa products
- **December 19th** – Mutt Mingle Holiday Social
 - Holiday mixer for pets and owners with a festive menu of treats for both
- **December 20th** – 10% off all pet furniture & accessories for home
 - Special deals on pet furniture including beds, feeders, and PETaPOTTYS
- **December 21st** – TGIF at the Pawbar/ Thank God it's Food
 - Special holiday meals at the Pawbar
- **December 22nd** – Holiday Gifts/Toys, Dog Wash Promotion at the Bathhouse
 - Last chance at great holiday gifts or stocking stuffers, as well as the last chance to get your pet sparkling clean for the holidays

"The concept for Pussy & Pooch was to offer a truly unique experience, and design-oriented products for the pet community," said Janene Zakrajsek, co-owner of Pussy & Pooch. "We offer a something for every dog and cat owner, as well as the pet. From the food bar to the bathhouse to the extensive product line and social events, Pussy & Pooch covers a wide spectrum for those in downtown Los Angeles and surrounding areas."

About Pussy & Pooch

Catering to the urban lifestyle of indoor pet living, Pussy & Pooch is an innovative and unique pet boutique catering to pet owners living in, and visiting, downtown Los Angeles. Founded in 2007 by husband and wife entrepreneurial team Rob Gaudio and Janene Zakrajsek, Pussy & Pooch is based in Los Angeles, CA and privately held. Rob and Janene reside in downtown Los Angeles with their dog Cosmo and their two cats, Minx and Bailey – the inspirational trio behind Pussy & Pooch.

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