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**SPECIALTY PET RETAILER MUTTROPOLIS 'MARKS' ITS TERRITORY IN  
2006 & INTO 2007**

***- Company expands leadership team, promotes social networking events and commits  
to a focus on animal welfare in 2007 -***

**SAN DIEGO – January 9, 2007** – Muttropolis, A Utopia for Pets and Their Parents, experienced tremendous progress in 2006, including the opening of three new retail locations (Boulder, CO, Tucson, AZ, and Newport Beach, CA.) and a dramatic increase in online sales (89% increase from 2005 to 2006). Poised for continued growth in the New Year, the company has announced the addition of a seasoned executive to its leadership team, Linda Marous, who will serve as Chief Merchandising Officer.

Backed with a wealth of experience and educational background in retailing, Marous has more than 20 years of expertise growing businesses in the personal care, gift and accessory categories. She has held senior-level management positions for major retailers including Limited Express, Bath and Body Works, and HK Insights, Inc., and worked for other major retailers such as Yankee Candle and Hickory Farms. Most recently, Marous served as vice president, general merchandise manager for PureBeauty. In this role, she was responsible for developing and executing the assortment strategy, sales and margin improvements, and was instrumental in the repositioning of the business to an upscale beauty specialty store.

“In today’s marketplace, it’s all about creating an emotional connection between the brand and the customer, and that’s something the Muttropolis experience succeeds in delivering,” said Linda Marous, Chief Merchandising Officer of Muttropolis. “I look forward to working closely with our teams to maximize our strengths and further differentiate Muttropolis as an upscale market leader in our rapidly growing segment.”

Muttropolis has outlined plans for an exciting year ahead, including an expansion of its private label product offering and a consistent line-up of creative community events at each of its five retail locations to celebrate the joys of pet parenting and support animal welfare efforts.

“In 2007, we expect to see continued loyalty from our growing customer base of ‘pet parents,’” said Janet McCulley, co-owner and Chief Marketing Officer of Muttropolis. “To further build our relationship with our loyal consumer base, we’re increasing our menu of services and enhancing our customer loyalty program to provide greater value, special rewards and invitations to exclusive events.”

Muttropolis experienced steady growth in 2006 due to a devoted customer base. As well, much of the company’s success can also be attributed to a national trend of pet owners and their escalated purchasing behavior. According to the American Pet Products Manufacturers Association (APPM),

pet owners will have spent an estimated \$38.4 billion on their pets in the past year, with market expectations to see continued strength and future growth. A trend toward humanization of pets continues and as a result, pet owners are expecting the same level of upscale fashion, quality and attention to detail for their pets as they are for themselves.

### **Muttropolis Highlights from 2006:**

- **Awarded “Hottest Retail Concept of 2006” by ICSC.** The International Council of Shopping Centers (ICSC) named **Muttropolis Dog & Cat Boutique** as one of the "Hot Retailers of the Year" at its national meeting in Las Vegas in May 2006. Muttropolis was one of only five retailers and the first-ever pet specialty store selected for this prestigious honor. The ICSC determines honorees for "Hot Retailers of the Year" awards through a detailed survey of its more than 50,000 members. Hot Retailers of the Year are selected based on several factors, including the value of the brand, media buzz, cache and traffic. Shopping center owners and operators vote for the award to recognize and highlight those retailers that have had a measurable impact in their centers in the past year.  
What makes the Muttropolis win especially unique is the chain's size in relation to other winners. With only five store locations and a thriving web boutique, Muttropolis is creating a buzz rarely seen in retail.
- **Company Stays True to its Focus on Animal Welfare.** Over the last year, Muttropolis has donated more than \$15,000 in monetary and in-kind donations to local shelters and animal welfare organizations. At its five retail locations, Muttropolis hosted more than 50 adoption events and more than 20 different adoption organizations, looking to find homes for rescued and adoptable dogs and cats.
- **Muttropolis Has Become a Favorite Gathering Spot for Pet Lovers with Its Successful ‘Mutt Meet-up’ Events.** Since the launch of “Mutt Meet-Ups” in 2006, Muttropolis hosted 36 breed-specific events at its five retail locations. These unique events attract pet enthusiasts to mingle, socialize, and enjoy complimentary refreshments while their pets munch on tray-passed doggie treats. Each event provides a forum for locals to learn more about a local animal rescue/welfare organization with a percentage of proceeds being donated to the cause. Other unique events hosted at Muttropolis included: Spaw Day, Doga Yoga, Barkitecture, Handi-Dogs, Canine Companions, Pet Birthday “Pawties,” book signings and ‘Gentle Dental’ low-stress, anesthesia-free teeth cleanings.
- **Flair for Fashion & Celebrity Stardom.** Products sold at Muttropolis have been seen in use with such celebrities as Hilary Duff and her Chihuahua, Lola; Scarlett Johansen, who loves the Bianca Carrier; Star Jones and her Maltese, Pinky; Rachel Ray, who’s a fan of Muttropolis’ hot dog tee; and more.

### **About Muttropolis**

Muttropolis has become a popular meeting place for pets and their parents, as well as a great retail location to find a selection of unique yet practical pet supplies and accessories. The company also maintains a strong commitment to supporting animal-welfare programs that benefit area animal shelters and rescue organizations. With five retail locations since its opening in November 2002, Muttropolis is currently located in: Fashion Island in Newport Beach, the Cedros Design District in Solana Beach, CA; La Jolla, CA; La Encantada Shopping Center in Tucson, AZ; and the new Twenty-Ninth Street Retail District in Boulder, CO.

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