



World Headquarters
444 South Cedros Avenue
Suite 195
Solana Beach, CA 92075
T 858.345.1008

bark@muttropolis.com

www.muttropolis.com

**MEDIA CONTACT: Lauren Walsh, PR Consultant for
Muttropolis/JHG (858) 720-0910 or email lwalsh@jhq.com**

**COMPANY CONTACT: Dana Humphrey, Marketing Associate
(858) 345-1008, x 204 or email dana@muttropolis.com**

ATTENTION: CALENDAR, PHOTO & ASSIGNMENT EDITORS

MUTTROPOLIS HOSTS WELLNESS WEEKEND TO HELP PETS AND THEIR PARENTS STICK TO THEIR NEW YEAR'S RESOLUTIONS!

*Get Training, Treats and Ultra Premium Food Tips from the
Pet Wellness Pros - Saturday, Jan. 27 and 28 at Muttropo-
lis*

SAN DIEGO– January 19, 2007 – As January kicks off a new year of healthy goals, Muttropolis, A Utopia for Pets and Their Parents, will host its first *Wellness Weekend* this month at each of its five retail locations (Solana Beach, Calif., La Jolla, Calif., Newport Beach, Calif., Tucson, Ariz., and Boulder, Colo.) to ensure 'Fido' and 'Fluffy' stick to their New Year's resolutions as well!

It's no surprise that too many treats and too little exercise will have the same effect on pets as they do on people. With weight loss being top of mind for both two and four-leggeds and the recent attention on canine weight-loss pills signaling an abundance of overweight pets, the spotlight has been shined on our pets' waistline and fitness level, with pet parents now taking a second look at their pets' habits.



The experts at Muttropolis have outlined three New Year's Resolutions for pets, as follows:

- **Go Natural!** Just as all-natural and organic ingredients are healthy for pet parents, they're a better choice for pets too.
- **Get Fit!** Maintain a consistent exercise routine for pets. A daily walk or a challenging hike (equipped with the proper gear), will help both the pet and pet parent achieve their fitness goals.
- **Spend Quality Time!** A well trained pet is a happy pet. For 2007, take some time to enjoy the pet parenting lifestyle. Head to the nearest dog park or beach, attend a Muttropolis event or training class.

Attend the Muttropolis' Wellness Weekend, held Saturday, Jan. 27 and Sunday, Jan. 28. to learn how to achieve these New Year's Resolutions, as well as discover the latest in dog care – all the while having fun and socializing your pooch. Further, the best tips in pet care, training and wellness will be shared by some of the most knowledgeable speakers on these topics. Guests will enjoy a live wellness forum, valuable information on helping their pet achieve optimum health, and a chance to meet and greet with fellow neighborhood pet parents. The first 30 attendees to make a purchase will also enjoy a free gift and, as available, all guests will receive free food samples, tailored to your specific pets needs, and educational materials.

(INSERT FOR SOLANA BEACH) At the Solana Beach store, located at 227 South Cedros Avenue in the heart of the Cedros Design District, guests will enjoy attending the free Wellness Weekend Forum on Saturday at 9:30 a.m. – 11:30 a.m. On Sunday, the Forum will kick off at 10:30 a.m. and run through 12:30 p.m., with a special visit from West Coast K9 Training. For



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more information or to RSVP, guests may call (858) 755-DOGS (3647).

(INSERT FOR LA JOLLA) At the La Jolla store, located at 7755 Girard Avenue in downtown La Jolla, guests will enjoy attending the free Wellness Weekend Forum on Saturday at 9:30 a.m. – 11:30 a.m. On Sunday, the Forum will kick off at 1:00 p.m. and run through 3:00 p.m. with a special visit from Colleen Demling of Pawtopia Dog Training. For more information or to RSVP, guests may call (858) 459-WOOF (9663).

(INSERT FOR NEWPORT BEACH) At the Newport Beach store, located at 865 Newport Center Drive in the Fashion Island Shopping Center at Newport Beach, guests will enjoy attending the free Wellness Weekend Forum on Saturday at 9:30 a.m. – 11:30 a.m. On Sunday, the Forum will kick off at 12:00 p.m. and run through 2:00 p.m.. For more information or to RSVP, guests may call 949-717-MUTT (6888).

(INSERT FOR TUCSON) At the Tucson store, located at 2905 E. Skyline Drive, Suite 123 at the La Encantada Shopping Center in Tucson, AZ, guests will enjoy attending the free Wellness Weekend Forum on Saturday at 9:30 a.m. – 11:30 a.m. On Sunday, the Forum will kick off at 10:00 a.m. and run through 12:00 p.m. with a special guest visit from Mutt-amorphosis Trainer Ben Gordon. For more information or to RSVP, guests may call (520) 299-MUTT (6888).

(INSERT FOR BOULDER) At the Boulder store, located at 1855 Twenty Ninth Street, Suite 1156 in Boulder, CO, guests will enjoy attending the free Wellness Weekend Forum on Saturday, starting at 10:00 a.m. On Sunday, the Forum will kick off at 11:00 a.m. with Pet Trainer Cameron Willis. Mini treat tours, free samples and 'mutts' more will be available. For more in-



formation or to RSVP, guests may call (303) 545-MUTT (6888).

“As our customers begin making goals and resolutions toward a healthy New Year, their family pet is absolutely part of the plan,” said Janet McCulley, co-owner and Chief Marketing Officer for Muttropolis. “At the Wellness Weekend, *and all year long*, our customers can count on the Muttropolis team to find the resources they need to support a healthy and happy life for their pet.”

The weekend will also mark the launch of a new customer loyalty offering to be added to its ‘Chew and Mew’ membership program. As of January 2007, all members will receive 10 percent off food and treat purchases made in-store or online. There is no charge to become a ‘Chew and Mew’ member and additional benefits include rewards, invitations to exclusive events, special birthday bonus, discounts and ‘mutts’ more.

About Muttropolis

Muttropolis is a pet specialty retailer with store locations in California, Arizona and Colorado and a significant online presence. Muttropolis has become a great retail source for consumers 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 locations five retail locations including the Cedros Design District in Solana Beach, Calif.; the downtown village of La Jolla, Calif.; Fashion Island at Newport Beach, Calif.; La Encantada Mall in Tucson, Ariz.; and the new 29th Street Retail District in Boulder, CO; Muttropolis has become a popular meeting place for p e t s a n d t h e i r p a r e n t s .

PRESS RELEASE



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