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**Specialty Pet Retailer Muttropolis Appoints Retail Industry
Pro as New Board Chairman**

*Pet retailer's sales performance bucks retail trends with strong
sales comps*

SOLANA BEACH, CA -- July 24, 2008 – With same-store sales growth of 17 percent for the first two quarters of 2008, specialty pet retailer [Muttropolis, A Utopia for Pets & Their Parents](#), appointed Michael J. Edwards as new chairman of the board and co-founder Steve Goldberg as chief executive officer.

“Mike Edwards is the ideal candidate to lead Muttropolis from a five-store concept to a leading national specialty retailer,” Goldberg said. “He has extensive experience in both merchandising and operations, and a proven record in building and growing retail organizations in multiple categories.”

Edwards, who will join the chain Aug. 1, most recently grew Portland-based [lucy activewear](#) from 10 to more than 60 stores as president and CEO. Lucy was sold to [VF Corporation](#) in August 2007 for \$110 million. He’s also held merchandising and operating roles at JoAnn Stores, West Marine, Golfsmith, CompUSA and Target and is a trustee for the International Council of Shopping Centers and Portland State University.

“With its first store opening in 2002 and five retail stores in operation throughout Southern California, Colorado and Arizona,

Muttropolis is a growing specialty retail concept that is fast on its way to becoming the preeminent brand and retail experience in the rapidly expanding, **\$43-plus-billion pet industry**,” Edwards said. “Muttropolis has great opportunities ahead and I look forward to helping them accelerate to the next level of growth.”

Muttropolis co-founders Janet McCulley and Georgia Goldberg will continue to advise the company as creative and management executives, focusing on merchandising, marketing and strategic initiatives.

In 2006, the [International Council of Shopping Centers](#) named Solana Beach, Calif.-based Muttropolis as the “hottest retail concept of the year.”

Sales Performance: Muttropolis Bucks 2008 Retail Sales Trends

In contrast to the lackluster retail sales trends experienced by other specialty retailers, Muttropolis continues to prove itself to be recession resistant by producing strong comparable same stores sales of 17%+ for Q1 and Q2 of FY2008, in strong contrast to the 5.3%+ growth estimates for overall 2008 U.S. Pet Industry expenditures projected by the [American Pet Product Manufacturers Association](#).

About Muttropolis

Visit www.muttropolis.com for more information or visit their online community dog park at <http://community.muttropolis.com/>

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