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POO FREE PARKS® LAUNCHES IN CALIFORNIA

Eco-Friendly Pet Waste Program Now Available to So Cal Residents at No Cost to Cities or Taxpayers

Camarillo, CA (November 2, 2011) – Poo Free Parks®, a privately-held company providing environmentally-responsible pet waste supplies and services to local communities across the U.S., announces that it has established operations in California as Poo Free Parks® California and expanded its eco-friendly dog waste program to the Southern California area. Camarillo, CA is the latest community to join the Poo Free Parks® program, which is expected to save the Pleasant Valley Recreation and Park District over \$20,000 a year.

This public-private partnership program -- the first of its kind in the nation -- is aimed at reducing harmful pet waste in parks and waterways with an environmentally- and socially-responsible approach. The program is delivered to local communities at no cost to municipalities or taxpayers.

Poo Free Parks® currently serves more than 150 parks throughout the U.S. with its eco-friendly pet waste program. The program includes the installation, supply, and upkeep of pet waste bag dispensers made from 100 percent recyclable aluminum, filled with 100 percent biodegradable bags designed to naturally deteriorate within 18 months. The dog waste dispensers are maintained weekly by crews driving hybrid vehicles. The Poo Free Parks® service is funded through cause-marketing efforts by like-minded businesses and organizations that are publically recognized for their support on signage attached to each station. Advanced Solar Electric is the founding sponsor in the Camarillo area.

The Pleasant Valley Recreation and Park District in Camarillo is the first municipality in California to join the program. Poo Free Parks® has installed more than 100 eco-friendly pet stations with biodegradable bags in 27 of its community parks -- committing to keeping its outdoor paths and open spaces clean and enjoyable for all visitors and their pets. The District is following in the footsteps of other communities across the country from Colorado to Illinois. More than 50 other markets across the U.S. are currently considering the Poo Free Parks® program for implementation, including additional communities throughout Southern California.

“We are thrilled that Camarillo has joined Poo Free Parks® program to combat the issue of pet waste in our parks and waterways in an eco-friendly manner while helping to lower the budgetary burdens of our governmental agencies,” says Poo Free Parks® California partner, Mike Webster. “The success of the program proves that doing business in an environmentally- and socially-responsible manner can be a win-win situation for all. We look forward to expanding our reach to more communities in California as interest in the program continues to grow.”

According to reports, more than one million biodegradable bags have been used at participating parks, which equates to nearly 140,000 pounds or 70 tons of pet waste that has been collected by dog owners using earth-friendly supplies provided by Poo Free Parks®.

"Programs that benefit the community are a top priority of the Pleasant Valley Recreation and Park District," says the District's General Manager, Dan LaBrado. "The Poo Free Parks® partnership is a great example of a public-private venture that is environmentally friendly, provides an essential need for our residents, and will save the District over \$20,000 every year. We are very pleased to be the first agency in California to implement this program."

About Poo Free Parks®

Poo Free Parks® is a privately-held company providing eco-friendly pet waste supplies and services to communities throughout the U.S. The company is dedicated to keeping parks and waterways clean and beautiful in an environmentally-, fiscally- and socially-responsible manner, providing employment opportunities to heavily disadvantaged members of the community and bringing value and recognition to sponsorship partners. Poo Free Parks California, based in Camarillo, CA, is focused on delivering its eco-friendly pet waste program to local communities throughout California. For more information, please visit www.PooFreeParks.com.

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