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POO FREE PARKS® PROGRAM EXPANDS TO HIGHLANDS RANCH

Program Adds 200 Eco-Friendly Pet Waste Stations in Highlands Ranch Area to Keep Parks Green & Clean

Denver, CO (October 30, 2012) – Poo Free Parks®, a Denver-based, privately-held company providing environmentally-responsible pet waste supplies and services to local communities, announces it has expanded its program to Highlands Ranch. Installation of nearly 200 eco-friendly dog waste stations was recently completed – making Highlands Ranch the ninth community in the Denver Metro Area to join the program. The program has also recently expanded to the St. Louis area, a school district in Oregon and several private apartment communities throughout Chicago and Denver.

The Poo Free Parks® program makes biodegradable dog waste bags available to residents using area parks, open spaces and trails -- committed to keeping outdoor spaces clean and enjoyable for all visitors and pets and reducing the amount of harmful plastics in the environment. At the same time, the program reduces the fiscal burden on local municipalities with program funding provided by sponsors that are publically recognized for their support on signage attached to each station. Unleashed by Petco® is the founding sponsor for this market, covering costs for maintenance and supplies at stations in the Highlands Ranch Metro District.

Poo Free Parks® currently serves more than 300 parks throughout the U.S. with the eco-friendly pet waste program which 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.

“We value the environmentally-friendly and supportive services provided by Poo Free Parks®,” says Terry Nolan, general manager, Highlands Ranch Metro District. “This program will help protect water quality, saves the Metro District money and will help to keep our community's beautiful parks and trails clean.”

According to reports, 4.6 million biodegradable bags have been used at participating parks throughout Illinois, Indiana, Oregon and California and the Denver Metro Area, which equates to over 583,000 pounds or 291.5 tons of pet waste that has been collected by dog owners using earth-friendly supplies provided by Poo Free Parks®.

“We look forward to continuing our tremendous impact on local communities across the country and aligning ourselves with like-minded sponsors, such as Unleashed by Petco®, who believe in keeping our parks and waterways clean and beautiful for pet owners and visitors and giving back to their communities,” says Poo Free Parks® founder and president, Bill Airy. “The Poo Free Parks® program is committed to cleaning up our parks, reducing the amount of harmful plastics in our environment, taking a fiscal burden off the shoulders of local municipalities and taxpayers, and providing a public service opportunity for businesses and organizations.”

Airy is currently in talks with over 230 park systems throughout the country, as well as local and national sponsors, to expand the Poo Free Parks® program.

"Pets are always welcome at Unleashed by Petco® so our stores have clean up stations in the event of an accident, says Tina Hingle, marketing manager for Petco®. “As a pet parent myself, I know accidents sometimes happen and you're not always equipped to deal with it. We love the idea of Poo Free Parks® because their environmentally conscious dog park clean-up stations are meant to help pet parents who find themselves in a pinch."

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 members of the community and bringing value and recognition to sponsorship partners. For more information, please visit www.PooFreeParks.com.

About Unleashed by Petco®

Anything but ordinary, Unleashed by Petco® offers exceptional customer service in a fun, pet-friendly environment. We always encourage shopping with your pet. We've got a wide variety of your favorite brands. Our knowledgeable associates make finding the right nutrition and healthy pet essentials a snap. If you're looking for fashionable pet apparel, we've got that too. Best of all, we're conveniently located right in your neighborhood. Visit Unleashed by Petco® today!

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