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POO FREE PARKS® EXPANDS TO NEW MARKETS

Eco-Friendly Pet Waste Program Adds Municipalities in CO, CA and OR

Denver, CO (December 6, 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 expanded its eco-friendly dog waste program to California, Oregon and new communities throughout Colorado, including the City of Aurora and Chatfield State Park. Aurora, Colorado's third largest city, is the latest community to join the Poo Free Parks® program, which is expected to save the City up to \$20,000 annually.

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 180 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.

According to reports, more than 1.2 million biodegradable bags have been used at participating parks, which equates to over 160,000 pounds or 80 tons of pet waste that have been collected by dog owners using earth-friendly supplies provided by Poo Free Parks®.

"We are thrilled about the ongoing growth of the Poo Free Parks® program and applaud the forward-thinking municipalities and sponsors who've joined a great cause," says Poo Free Parks® founder and president, Bill Airy. "We look forward to bringing this opportunity to more cities across the country and offering sponsors access to a one-of-a-kind, community-based program that supports the environment."

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. Banfield Pet Hospitals, ToolKing.com, and Ferrari of Denver are the newest program sponsors, covering costs for the maintenance and supplies at stations in Chatfield State Park.

“Poo Free Parks® has created a new and unique way for businesses to reach customers in an effective manner, while supporting positive environmental efforts to clean up our parks and save taxpayer money,” said Ferrari of Denver general manager, Mark Dismuke. “Ferrari of Denver is proud to be the first sponsor in Chatfield State Park and we look forward to increasing our participation with this program in the future.”

Poo Free Parks® has recently installed more than 60 eco-friendly pet waste stations with biodegradable bags in 15 parks throughout Aurora, Chatfield State Park, California and Oregon -- committed to keeping outdoor paths and open spaces clean and enjoyable for park visitors and their pets. Aurora and Chatfield State Park are following in the footsteps of other participating municipalities in Colorado, including the City and County of Denver, the City of Lakewood, South Suburban Park and Recreation District, the City of Westminster, the City of Glendale and Colorado State Parks. The program has also been implemented in the Chicago-area. More than 50 other markets across the U.S. are currently considering the Poo Free Parks® program for implementation.

“The City of Aurora is excited to partner with Poo Free Parks® in providing an eco-friendly solution to the problem of pet waste in public parks,” stated Tom Barrett, director of parks, recreation and open space for the City of Aurora. “And, at no cost to the taxpayer. Free and effective; it doesn’t get any better than that!”

“Chatfield has become a very popular location for off leash dog recreation in the newly designated Dog Off Leash Area, and leashed dog walking available in all other areas of the park. With this popularity comes increased dog waste issues which create aesthetic and environmental concerns,” says Keith Kahler, operations manager for Chatfield State Park. “Poo Free Parks® has developed a program that assists visitors in alleviating these concerns by providing waste bag dispensers and biodegradable bags at no cost to Chatfield State Park or its visitors. The Poo Free Parks® program provides a necessary and appreciated service for the public, which could not otherwise be accomplished by Chatfield State Park.”

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.PoolFreeParks.com. ###