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**AWARD-WINNING KRISER'S NATURAL PET GETS TAILS WAGGING IN
BREA AND WESTLAKE VILLAGE THIS FEBRUARY!**

*Retailer brings its mission of helping pets live happier, healthier lives naturally to
Brea on February 20th and Westlake Village on February 27th*

SANTA MONICA, California (February 2, 2016) – [Kriser's Natural Pet](#), a multi-unit retailer specializing in natural pet food, supplies and grooming, will host two Grand Opening celebrations in Southern California in February. Kriser's brings its natural pet movement to Northern Orange County in Brea, at the brand new Village at La Floresta, on February 20-21, and opens its doors at the Westlake Town Center in Westlake Village on February 27-28.

Kriser's brings pet parents in Brea and Westlake Village, and the surrounding communities, the very best curated selection of natural pet foods, treats, toys, supplements, and supplies, and outstanding grooming services. The trained staff offers customers and their pets an unmatched and highly personal shopping experience. Kriser's has been recognized with multiple national honors for its excellence in the pet industry, most recently with the Best Overall Pet Retailer at the 2015 Global Pet Expo.

These two debuts take the store count for Santa Monica-based Kriser's to 33, making it one of the top 15 pet retailers in the country, and the only one focusing exclusively on natural lifestyle products across four states.

"Kriser's is overjoyed to help the pets of Brea and Westlake Village live happier, healthier lives, naturally with the opening of these two locations," said Brad Kriser, founder & CEO. "We strive to provide pet parents the tools and resources needed to support a natural lifestyle for their furry family members. Our newest stores provide exciting opportunities to become trusted resources to pet parents who want the very best for their furry families."

Kriser's will offer a number of activities and promotions throughout the Grand Opening weekends – February 20TH-21ST in Brea and February 27TH-28TH in Westlake Village:

- Free pet ID tags
- Free pet nail trimming (Saturday and Sunday from 11-4)
- Free pet photography (Saturday from 11-4)
- Giveaways of items like travel water bowls, free poop bag holders, can lids and reuseable shopping bags (while supplies last, vary by location)
- In-store raffles for store and grooming gift certificates and Kriser's Approved products
- On each Grand Opening Saturday, one of the first people in line when each store opens at 10 a.m. will win a \$200 on-the-spot shopping spree.

- Kriser's will donate a portion of pet food sales from Saturday to local pet rescues in each community.

ABOUT KRISER'S NATURAL PET

Kriser's, often referred to by its customers as the "Whole Foods for pets," is a multi-unit pet retailer specializing in natural pet food, supplies and grooming. Founded by lifelong pet owner and healthy pet advocate Brad Kriser, the company has opened 33 locations in five markets – Chicagoland, Denver, Southern California, Houston and San Antonio – all based on a model of educating consumers and providing an unparalleled shopping experience and a clean and inviting store. All products sold in Kriser's stores are carefully selected by Brad and his team, and endorsed as "Kriser's Approved" only after extensive review. In addition to carrying a large variety of natural food and treats brands, which have no corn, wheat, soy or by-products, Kriser's also offers grooming services and a wide selection of toys and supplies.

At the forefront of the natural segment of the flourishing pet industry, Kriser's has grown steadily with an unwavering commitment to pets. In addition to its recent 2014-2015 Retailer of the Year Award from *Pet Product News International* and finalist spot in *Pet Age's* Business of the Year Awards in the Natural Products category, Kriser's also received the Best Overall Multi-Unit Pet Retailer at the 2013 and 2015 Global Pet Expos. For more information, please visit www.krisers.com.

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