



PRESS RELEASE

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**AWARD WINNING KRISER'S NATURAL PET TO OPEN
TWO NEW CHICAGOLAND STORES IN AUGUST**

Retailer brings mission of happy, healthy, natural pets to Naperville on August 15 and to Northbrook on August 29

CHICAGO, Illinois (August 4, 2015) – [Kriser's Natural Pet](#), a multi-unit retailer specializing in natural pet food, supplies and grooming, will host two grand openings in Chicagoland in August. Kriser's brings the natural pet movement to the west suburbs with a grand opening in Naperville, IL, on August 15-16, at 8 W. Gartner Rd., in the Naperville Plaza, across from Trader Joe's. The second grand opening will take place in Northbrook, IL, on August 29-30, at the new North Shore 770 mixed-use complex, at 780 Skokie Blvd. alongside the new Mariano's.

Kriser's brings pet parents in Naperville, Northbrook and the surrounding areas 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 Kriser's to 30, making it one of the top 15 pet retailers in the country. Kriser's was originally founded by Highland Park native Brad Kriser in 2006, with its first location on Clybourn Ave. in Lincoln Park, where a store still exists, and Brad remains CEO of his namesake company to this day.

"We are thrilled to extend our mission of helping pets live happier, healthier lives naturally to the communities surrounding Naperville and Northbrook," said Brad Kriser, founder and CEO of Kriser's Natural Pet. "It's exciting to return to my roots in Chicagoland as we reach this 30-store milestone. I'm so proud that we've continued to be a trusted resource for pet parents who want the very best natural lifestyle for their furry family members. These two new locations mark exciting opportunities to keep moving our mission forward."

Kriser's will offer a number of activities and promotions throughout the Grand Opening weekends – August 15-16 in Naperville and August 29-30 in Northbrook: free pet ID tags, free pet nail trimmings from 11 - 4 on Saturday and Sunday, free pet photography on Saturday from 11-4, free travel bowls (Saturday), can lids (Sunday), and in-store raffles for store and grooming gift certificates. (Giveaways and promotions are while supplies last.) Plus, on the Grand Opening Saturday in each location, one of the first 25 people in line when the store opens at 10 a.m. will win a \$200 on-the-spot shopping spree.

For each Grand Opening, Kriser's will partner with area pet rescue organizations to help them care for their furry friends as well. Customers can vote for their favorite participating rescue over the course of the weekend, and the rescue with the most votes will win food and supplies equal to 10% of the Saturday pet food sales.

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 30 locations in four markets – Chicagoland, Denver, Southern California and Houston – all based on a model of educating consumers and providing an unparalleled shopping experience and a clean and inviting store area. 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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