



PRESS RELEASE

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AWARD WINNING NATURAL PET RETAILER TO OPEN FOURTH HOUSTON LOCATION IN THE WOODLANDS ON MARCH 28

Kriser's latest expansion brings natural pet food, supplies and grooming to the The Woodlands

The Woodlands, TX (March 11, 2015) – [Kriser's](#), a multi-unit retailer specializing in natural pet food, supplies and grooming, will host a grand opening celebration at its fourth Houston-area location March 28-29 in The Woodlands at Hughes Landing at 1925 Hughes Landing Blvd, adjacent to the new Whole Foods. This marks the latest in the retailer's Houston expansion, coming off a successful opening of its Houston Heights, Vintage and West University locations in 2014.

Kriser's new store in The Woodlands brings area pet parents the very best curated selection of natural pet foods, treats, toys, supplements and supplies along with in-store grooming services. Their 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.

"Kriser's is ecstatic to continue our mission of helping pets live happier, healthier lives, naturally, in The Woodlands," said Brad Kriser, CEO and founder. "We strive to educate and provide pet parents with the tools and resources needed to support a natural lifestyle for their furry family members. Our growth is an exciting opportunity to carry on this tradition and become a resource for area pet parents."

During the grand opening celebration, Kriser's will offer a number of special activities and promotions throughout the weekend of March 28-29, including free pet ID tags, other giveaways, free pet nail trimmings from 11 a.m. - 4 p.m. on Saturday and Sunday, free pet photography on Saturday from 11-4, and in-store raffles for various store and grooming gift certificates. Plus, on Saturday, 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.

As part of its grand opening activities, Kriser's will deploy their signature Poo Fairies in dog-friendly locations and shopping destinations around The Woodlands, helping to ensure the communities are "poo-free zones." The Kriser's Poo Fairies — complete with ears and tails — will reward pet parents for picking up their dogs' poo by handing out Kriser's coupons, dog treats and free poop bags. They'll also be given "I Scooped" stickers to display.

To further their commitment to the Houston pet community around its latest location, Kriser's will partner with several local rescue groups. During the grand opening celebration, customers will have an opportunity to cast their vote for a participating organization when making a purchase. Kriser's will award a grand prize of a percentage of Saturday sales to the organization with the most votes.

For more information about Kriser's pet stores, products and history, please visit www.krisers.com. For additional information or to speak with Brad Kriser, please contact Michelle Cook at michelle.cook@krisers.com.

About Kriser's

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. It was founded by lifelong pet owner and healthy pet advocate Brad Kriser after he was exposed to the benefits of the natural pet lifestyle for his own furry family members. Since opening its first store in Chicago in 2006, Kriser's has launched 26 locations in four markets – Chicagoland, Denver, Southern California and Houston – all based on a model of educating consumers and providing an unparalleled shopping experience in a clean and inviting store environment. All products sold in Kriser's stores are carefully curated 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, 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, which is expected to reach more than \$58 billion in 2014, Kriser's has grown steadily with an unwavering commitment to pets. It has been recognized as Best Overall Multi-Unit Pet Retailer at Global Pet Expo in both 2013 and 2015, won the 2014-2015 Retailer of the Year Award from Pet Product News International and claimed a finalist spot in Pet Age's Business of the Year Awards in the Natural Products category, as well as various regional acknowledgements. As a result of its education-oriented model, Kriser's had a 35 percent revenue increase in 2014 and continues to see double-digit comp store sales since its founding. For more information, please visit www.krisers.com. Follow Kriser's on Twitter at <http://twitter.com/kriserspets> or 'like' us on Facebook at <http://www.facebook.com/kriserspets>.

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*Promotions/giveaways: while supplies last. Raffle is up to 8 grooms per year.