



PRESS RELEASE

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NATIONALLY ACCLAIMED ALL-NATURAL PET RETAILER TO OPEN SECOND HOUSTON LOCATION

Kriser's expansion brings natural pet food, supplies and grooming to the Northwest community

Houston, TX (June 27, 2014) – [Kriser's](#), a multi-unit retailer specializing in natural pet food, supplies and grooming, will host a grand opening celebration at its second Houston location June 27-29, in Northwest Houston in the new Vintage Marketplace shopping center, located at 15556 Cutten Road (adjacent to the new Whole Foods opening in June). The opening of the Vintage Marketplace location shortly follows Kriser's successful West University opening five months prior.

Kriser's Vintage Marketplace store brings area pet parents the very best offerings 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 is excited to extend our mission of helping pets live happier and healthier lives, naturally, to more families in Houston," said Brad Kriser, CEO and founder. "We work hard to educate and provide pet parents with the tools and resources needed to support an all-natural lifestyle for their furry family members. Our expansion is an exciting opportunity to carry on this tradition and become a resource for area pet parents."

To celebrate, Kriser's will offer a number of specials throughout the weekend of June 27-29, such as free pet ID tags, free 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 gift certificates and free grooming for a year**. Plus, on Saturday, one of the first 25 people in line 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 throughout the Champions, Cypress, Spring and Tomball neighborhoods to ensure the communities are "poo-free zones." The Kriser's Poo Fairies — dressed in white uniforms — will be rewarding 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 similar to the "I Voted" stickers passed out on Election Day.

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

For more information about Krisher's pet stores, products and history, please visit www.krisers.com. For information on Houston stores, please contact The Black Sheep Agency at Stefanie@theblacksheepagency.com or 908.872.7390.

About Krisher's

Krisher'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 Krisher after he was exposed to the benefits of the all-natural pet lifestyle for his own furry family members. Since opening its first store in Chicago in 2006, Krisher's has launched 25 locations in 4 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 layout. All products sold in Krisher's stores are carefully selected by Brad and his team, and endorsed as "Krisher'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, Krisher's also offers grooming services and a wide selection of toys and supplies.

At the forefront of the all-natural segment of the flourishing pet industry, which is expected to reach more than \$58 billion in 2014, Krisher's has grown steadily with an unwavering commitment to pets and received the [Best Overall Multi-Unit Pet Retailer](#) at the 2013 Global Pet Expo. As a result of its education-oriented model, Krisher's had a 43 percent revenue increase in 2013, and Krisher's continues to see double-digit comp store sales since its founding. For more information, please visit www.krisers.com. Follow Krisher's on Twitter at <http://twitter.com/kriserspets> or 'like' us on Facebook at <http://www.facebook.com/kriserspets>.

*In stock merchandise only. Cannot be combined with any other discount. Expires July 31, 2014.

**Maximum of 8 grooms.

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