



For Immediate Release

Out-U-Go!® Adds South Loop-Hyde Park Service to its Growing Litter
New Location opening brings top-notch pet care to the neighborhood

CHICAGO, June 22, 2009 – Today Out-U-Go!®, the nation's premiere pet sitting and dog walking service, launches its South Loop-Hyde Park location. The opening marks its fourth since the company's founding 13 years ago. Offering a variety of services – from dog walking to pet sitting to house sitting – Out-U-Go! will provide local pet parents with piece of mind when they are on vacation, at work or simply on-the-go.

"Dogs and cats serve as confidants, best friends and family to their pet parents. With that in mind, I look forward to introducing the South Loop and Hyde Park neighborhoods to the best care in the city," said Lindsay Keling, Top Dog at the Out-U-Go! South Loop-Hyde Park location. "We are excited to meet our new neighbors and proud of growing a business here."

As pet specialists, Out-U-Go! is recognized for the individual attention provided to customers, and more importantly, their favorite furry friends. With flexible scheduling, a full-time office staff, competitive rates and trustworthy, trained pet sitters, the company demonstrates an unmatched customer service mindset.

"The Out-U-Go! South Loop-Hyde Park location expands our network to better serve Chicago dogs, cats and other critters by being a trusted pet care service for caring pet parents. This opening reflects the success of our focused, yet fun culture and our personalized, service-oriented business model," said David Lipschultz, Top Top Dog, Out-U-Go! Franchising, LLC. "We have plans for future growth in Chicago as strategic franchise opportunities are identified and developed."

The company's commitment to the customer starts with its pet care providers. In fact, the company selects each of its pet care providers carefully and requires training through the Out-U-Go! Dog Walk UniversitySM (DWU). The course provides a training ground for in-home pet care. At DWU, Out-U-Go! pet care providers learn important skills, from expert dog walking to how to identify animal health issues, pet safety and best practices for working with different pet personalities. Created by pet and education experts and taught by experienced professors, DWU ensures the company has the most knowledgeable pet care professionals in the country.

The Out-U-Go! South Loop-Hyde Park location will service the following neighborhoods: South Loop, University Village, Hyde Park, Pilsen, Dearborn Park, Prairie District, China Town, Near South Side, The Gap, Douglas, Oakland, Bronzeville, Oakland, North Kenwood and Kenwood.

For more information on pet care services in the Hyde Park or South Loop neighborhoods, contact 312.324.3141 or southloop@outugo.com.

About Out-U-Go!®

Founded in 1996 and headquartered in Chicago, Out-U-Go! provides professional, personalized dog walking and pet sitting services with the ultimate mission to make the world a better place for pets and people. Since then the company has grown to include four locations in Denver and the Chicago-area and a formalized franchise business. Future growth plans include the opening of additional Chicago-area locations within the next year.

With a focus on its local communities, Out-U-Go! helps support rescue programs and environmentally responsible business practices. The company carries all appropriate insurance and is a certified member of Pet Sitters International. For more information about Out-U-Go!, please visit www.outugo.com.

###