



HOUSTON ENTREPRENEUR TRADES BANKING CAREER FOR BUSINESS IN BARKING

Houston-Based 'Dog Whisperer' Takes Booming Dog-Training Concept to National Level

Houston, TX (March 21, 2007) – More than 20,000 homes in the Houston area are a lot more peaceful than they used to be, thanks to local dog-training guru Jim Burwell and his patented canine calming methods. Now, he's launched a mission to spread that peace nationwide and tap into the \$25 billion pet services industry with his new franchise – Jim Burwell's Petiquette.

With one Houston franchise up and running, Burwell has been actively pursuing other markets throughout the state of Texas for growth of the Petiquette franchise in the state and then nationwide. Company plans call for five franchise locations in Houston, TX by the end of 2007 and the following Texas cities in 2008: Dallas, San Antonio, Austin, and Corpus Christi.

In 1988, after building a successful career in commercial banking for more than two decades, Burwell felt it was time to trade in his expertise in a business in banking to business in barking.

Better known locally as "The Houston Dog Whisperer," Burwell has become one of the area's most established and thriving dog trainers. His at-home dog training process, The Burwell Method, applies to canines of virtually all breeds and their owners.

The creation of Burwell's Petiquette franchise will take advantage of the demand for quality in-home dog training and behavioral counseling on a national scale by teaching Burwell's methodology to like-minded individuals.

"As statistics prove, there is an immense demand for dog training assistance not only locally, but also on a national level," said Burwell, a former partner and co-founder of Rover Oaks Pet Resort. "The Petiquette franchise opportunity not only allows entrepreneurs to become 'dog whisperers' themselves, but also fills a consumer need."

Jim Burwell's Petiquette offers an affordable franchise opportunity ideal for pet enthusiasts that have high-energy and an entrepreneurial spirit. The cost to open a Petiquette franchise ranges from \$60,000 to \$65,000, which includes an initial \$25,000 franchise fee. The low initial investment allows franchise owners to invest additional capital in building a client base and growing their business. Franchisees may develop a single territory or multiple territories over a period of time.

As a benefit of joining Petiquette, franchisees will receive six weeks of training at the company's headquarters, access to the call center that schedules appointments and communicates with clients on behalf of the franchisee, a large and growing collection of professionally designed marketing materials, and access to a state-of-the-art Intranet system and various software management aids.

About Jim Burwell's Petiquette

Jim Burwell's Petiquette™ offers entrepreneurs and dog owners the benefits of a 20 year proven method of dog training and behavior modification, using positive reinforcement to achieve training goals, and a working partnership with an expert like no other. Franchising since 2007, Petiquette currently operates one company owned unit and one franchise unit. Company plans call for five franchise locations in Houston, TX by the end of 2007 and 110 locations nationwide in 2011.