



Woof Gang Bakery Signs Franchise Area Development Agreement for Central Florida and Opens Three New Stores

ORLANDO, Fla. (Feb. 22, 2010) – Woof Gang Bakery, the nation’s fastest-growing gourmet dog treat bakery and retail store franchise, has awarded area development rights to Gordon and Jackie Hodgson of Orlando, Fla. for the Central Florida region.

Under this area development agreement, approximately six new Woof Gang Bakery stores will open by the end of 2012 throughout the counties of Orange, Osceola, Seminole, Polk, Lake, Sumter, Marion, Brevard and Indian River. This agreement represents the third area development agreement for Woof Gang Bakery, LLC.

As part of the new agreement, a Woof Gang Bakery store – located at 5024 Dr. Phillips Blvd., Orlando, Fla. 32819 – opened last August. Additional Woof Gang Bakery franchise locations have opened during the third quarter of 2009 in Ellenton and Estero, Fla.

“This is a big year for Woof Gang Bakery – we will open 10 new Woof Gang Bakery stores in Florida and our first stores outside of Florida, in Texas, Tennessee and Georgia,” said Paul Allen, Woof Gang Bakery vice president of franchise sales. “The potential in Texas, Tennessee and Georgia is outstanding and it is a very exciting time for our company.”

Woof Gang Bakery is seeking franchise owners and area developers who have a passion for and understand the business. These individuals will have the commitment and resources to build a successful franchises and regions. Choosing the right franchisees and area developers, combined with the right locations, is key to making that happen.

Woof Gang Bakery was founded on the principle that caring pet owners want to provide their pets with the happiest, healthiest quality of life possible. The company is committed to providing superior products that enhance the well-being of companion animals.

Today, more than ever, a remarkably high demand exists for these products and services. According to the American Pet Products Association, pet ownership and spending on pets are at an all time high, with Americans now spending approximately \$45.4 billion a year on their pets.

The growth of the health and wellness sector of the pet industry was the most powerful trend in 2009. Purchasing higher quality products and services is justified by consumers because it contributes to their pet's well-being.

About Woof Gang Bakery

Woof Gang Bakery is a leader in the pet franchise industry and a one-stop shop for superior pet necessities as well as stylish accessories, all competitively priced. Woof Gang Bakery offers hand-made, gourmet dog treats, premium pet foods, and a unique collection of stylish accessories, collars, leads, toys, bowls and distinctive dog grooming products.

It is the Woof Gang Bakery company mission to provide wholesome, quality products that enhance the well-being, health and happiness of beloved animal companions.

Woof Gang Bakery currently has 11 stores in Florida and expects to grow to more than 50 locations by 2012.

Franchise opportunities are available. Visit www.WoofGangBakery.com for more information.

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