



Woof Gang Bakery Opens New Store in South Naples

Dog Treat Bakery and Pet Supply Boutique Caters to Area's Health-conscious Pet Owners and Pampered Pups

ORLANDO, Fla. (June 8, 2009) – Woof Gang Bakery, the nation's fastest-growing gourmet dog treat bakery and retail store franchise, announces the grand opening of their newest location in Naples, Fla. The new store is located at 7203 Radio Rd., Naples, Fla. 34104 in the Berkshire Commons Plaza at the corner of Radio Rd. and Santa Barbara Blvd. (phone 239-354-9807).

Naples resident Alicia "Dani" Rounds is the franchise owner of the new Woof Gang Bakery Naples store and is passionate about pets and the community she is serving. Rounds is a proud "pet parent" to a menagerie of four-legged friends, including a Great Dane named Caesar, a Staffordshire Terrier named Baghera, a terrier mix named Little Man and two rescued cats -- Budha and Nig.

The companionship of her beloved pets and the support from the Naples community helped Rounds pull through personal tragedy and realize that every individual can make a difference in the lives of others. She is a firm believer in the adage "man's best friend" and knows first-hand the power pets have to heal and help humans.

"I was born an animal lover and have always had pets in my life," said Alicia Rounds, Woof Gang Bakery franchise owner. "It is my mission to provide the best for pets while offering convenience and value to the people who love them."

Woof Gang Bakery Naples specializes in healthy, natural pet foods and treats, including hypo-allergenic, wheat-free and grain-free selections, plus food, treats and supplements specially formulated for dogs with hip and joint issues. The store offers a variety of fun, fuzzy, floatable and tough toys, as well as fashionable accessories, collars and leads, and wide range of pet grooming products.

Special order requests are welcome and delivery service to local homes, resorts and businesses is available.

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 Manufacturers Association's 2007-2008 National Pet Owners Survey, pet ownership and spending on pets are at an all time high, with Americans now spending approximately \$41 billion a year on their pets.

A recent survey by the Associated Press found that although Americans may be spending less on themselves, they're not cutting back on their pets. According to the survey, only one in seven pet owners said they had lessened spending on their pet during the past year, even as most decreased spending on a variety of other expenses.

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 doggie spa 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 serves customers with locations in Coral Springs, Flagler Beach, Jupiter, Key Biscayne, Lakewood Ranch, Naples, Palm Beach Gardens, Sandestin and Sarasota, Fla.

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

###