



## **Woof Gang Bakery Announces Franchise Area Development Agreement for Southwest and West Central Florida**

(ORLANDO, Fla. – Feb. 25, 2009) – Woof Gang Bakery, the nation’s fastest-growing gourmet dog treat bakery and retail store franchise, has awarded area development rights to Sam and Dana Levy of University Park, Fla. (dba KaliKo, LLC) for the Southwest and West Central Florida region.

Under this area development agreement, approximately a dozen new Woof Gang Bakery stores will open by the end of 2010 throughout the counties of Citrus, Hillsboro, Manatee, Sarasota, Lee, Collier and others. This agreement represents the first area development agreement for Woof Gang Bakery, LLC and the first Woof Gang Bakery stores along Florida’s Gulf Coast.

As part of the new agreement, a Woof Gang Bakery store located at 8314 Market Street, Lakewood Ranch will open in early March. The next area Woof Gang Bakery store is scheduled to open in April at 1809 S. Osprey Avenue in Sarasota, with a third location to follow at I-75/Bee Ridge in Sarasota.

“Entering into our first area development agreement is a milestone event and a significant step in the growth of Woof Gang Bakery,” said Paul Allen, Woof Gang Bakery vice president of franchise sales. “To uphold our brand and continue our strategy of steady, planned expansion, it is essential to make the right franchise partners a part of our team. Sam and Dana Levy bring the perfect mix of business experience, approach to excellence and passion for our company.”

Long-time Gulf Coast residents Dana and Sam Levy are committed to the local communities their stores will serve and wholeheartedly enthusiastic about this new venture.

“It is not often that you have an opportunity to be a part of an emerging franchise concept that is innovative, exciting and solid throughout a variety of economic conditions,” said Sam Levy, Woof Gang Bakery area developer. “We are thrilled to bring this unique concept to Florida’s Southwest and West Central regions.”

“We know that people think of their pets as members of the family,” said Dana Levy, Woof Gang Bakery area developer. “Our Woof Gang Bakery locations will be friendly neighborhood stores where residents and their pets are always welcome to stop by, learn about new offerings, shop for quality products and enjoy caring, helpful service.”

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 decreased spending on their pet during the past year, even as most curtailed 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 Jupiter, Key Biscayne, Lakewood Ranch, Palm Beach Gardens and Sandestin, Fla.

International Franchise Association (IFA) member.

Franchise opportunities are available. Visit [www.WoofGangBakery.com](http://www.WoofGangBakery.com) for more information.

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