

FOR IMMEDIATE RELEASE

SUCCESSFUL PET CARE BUSINESS NOW FULL FAMILY AFFAIR as HUSBAND JOINS WIFE in ENDEAVOR

First, wife leaves corporate America nearly 10 years ago, now husband joins her to make a full entrepreneurial commitment while they raise a family.

Arlington, Virginia, April 6, 2010 – In one decade, Fur-Get Me Not, a local dog daycare, training and pet-sitting company, has grown to over 80 employees serving over 5,500 customers. Today it reaches a new milestone by announcing its first Vice President position as the business owner's husband leaves corporate America behind.

Leaving his prominent career in Telecommunications to join his wife as Fur-Get Me Not's first Vice President of Customer and Business Development, Steve Rosen plans to leverage his 15 years of experience from corporate America and his MBA at the University of Maryland's Robert H. Smith School of Business.

Steve's career experience spans business operations disciplines such as information technology, market strategy, business strategy, human resources and customer satisfaction at major telecommunications companies including Verizon, Comcast, Nextel and Sprint.

"I've been recruiting him for years" says Fur-Get Me Not Owner and President Tammy Rosen, "It has been a long road to this point and one that wouldn't have been possible without the support of family, friends, great employees, and of course our customers. I'm looking forward to partnering with Steve full time."

While Fur-Get Me Not was their first child, Tammy and Steve also share their lives with a 2.5 year old daughter and an 8 month old son, as well as their 8 year old golden retriever and company mascot. In recent months, they realized that having two separate careers while raising two very young children was becoming difficult and it was time to combine their career energy on growing Fur-Get Me Not. "We are now ready to tackle the many business ideas that we were unable to implement and we are confident the company will continue to succeed as we focus on growth and delivering services that exceed our customers' expectations," says Steve. "We are both looking forward to this exciting new chapter of the business and our personal lives."

ABOUT FUR-GET ME NOT:

Tammy Rosen founded Fur-Get Me Not in 2000 as a small pet sitting business operating out of their home. By 2003, the company had grown to 25 employees and it was time to expand. Finding a great location in Arlington, they opened a dog daycare and have continued to expand service offerings which now include dog daycare, boarding, dog walking, pet sitting, dog training and do-it-yourself

pet bathing. Now with two offices (Arlington, VA and Washington, DC) and over 80 employees serving over 5,500 customers Fur-Get Me Not is consistently recognized for quality services and friendly, professional staff that make it all happen receiving "Best Of" awards from Washingtonian and Northern Virginia magazines. www.Fur-GetMeNot.com

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