

PRESS RELEASE

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Franchise Well, LLC
Rising Above the Ordinary

FRANCHISE WELL ARCHITECTS NEW PET FRANCHISE OFFER: PET NUTRITION CENTERS CONCEPT

*Pet franchise offer expanding due to sustained growth in the pet food
and services sectors in spite of economic downturn*

STAFFORD, Virginia –Franchise Well, LLC (FW) is a specialty consulting practice in

the franchise sector that focuses on supporting franchising “to the betterment of society”, and principal Ben Litalien announced today the launch of the Pro Feed Pet Nutrition Center franchise. “It is really exciting to see a concept come to the market place that is so timely and in demand”, said Litalien. “The pet sector has truly been a bright spot in an otherwise gloomy economy, and with so few franchise offers for pet lovers, the Pro Feed concept represents a proven



business model to fill the void”. Founded in 1994 in Alexandria, Virginia the concept has grown to four local locations with a fifth opening in November. Owned and operated by Kyle Pearson, the formula has been simple yet deliberate, “We just have fun everyday providing pet lovers with quality products that enhance and extend the life of their pets”, says Pearson. “The reality is most pet owners have little or no education in pet nutrition and as it turns out many veterinarians graduate without ever taking a class in pet nutrition. So, our team goes through extensive training so that our customers can rely on our input to make good decisions on the products they should serve their pets”.

The store design is just as simple and deliberate, with high quality but durable

and practical furnishing. “We don’t need imported shelving, marble floors or fancy signage to provide top notch service” states Pearson. The pet friendly stores are neatly apportioned with tiered racks, wide aisles and an ample assortment of purposefully selected pet foods and treats. The well-trained staff provides individualized service to its patrons to ensure their specific needs are met and that their pets’ diet is properly addressed. “It’s the little things that count like carrying customer products to their car, taking the time to understand their pets issues before making recommendations and continually searching for the best products to serve our customers. It all adds up to a rewarding experience for us and our customers” says Pearson.

One unique aspect of the franchise system is the Pro Feed Pet Foundation, a charity setup by Pearson and Litalien “day one” to provide grants to local pet affinity groups such as the SPCA and recovery groups. “This is a novel approach to be deliberate about serving the pet community”, says Litalien who also teaches the Franchise Management program at Georgetown University. “Franchise companies have generally relegated their social efforts to the franchisees in the local community. By launching the foundation in conjunction with the franchise, it can grow with the franchise system and we’ll have the ability to measure our impact along the way. Each franchisee agrees to contribute 1% of their gross sales to the foundation and they can request grants from the foundation to local pet charities up to their full contribution” says Litalien. And it addresses one of the operational challenges of the business, according to Pearson. “Local pet charities regularly seek donations from our stores, and the foundation gives us a systematic way to accommodate their requests”. Litalien is surprised more franchise companies don’t leverage their networks for social good. “It’s truly a missed opportunity and I am excited that Kyle was committed to a social agenda for Pro Feed’s franchise”, said Litalien.

For more information on the Pro Feed Pet Nutrition Centers franchise please contact Ben Litalien at 540.657.1427 or Tracy Kinnahan at 202.257.0840.

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Franchise Well, LLC is a consulting firm dedicated to providing strategic support to franchise companies and nonprofit organizations that want to rise above the ordinary and embrace the challenges of a dynamic marketplace. Franchise Well also supports those interested in entering the franchise community, whether as a franchisee or launching a new franchise concept. For more information, visit www.franchisewell.com.

Pro Feed International (PFI) is the franchisor of the Pro Feed Pet Nutrition Centers retail pet food and supplies concept. Based in Alexandria, Virginia PFI offers a comprehensive training program, site selection and real estate assistance, a proprietary software program and ongoing support to qualified franchise prospects. For more information, visit www.profeedinternational.com.