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Veteran Franchise Investors Place Stake in Leading Pet Care Franchise
Cybeck Capital Partners, LLC Adds Business Credibility to Incredible Concept

WALNUT CREEK, Calif. — The investor group, Cybeck Capital Partners, LLC, recently acquired a fifty percent equity stake in Fetch! Pet Care, a leading franchisor in the \$52 billion pet industry. With 200 franchises at its peak, Fetch! Pet Care encountered super-charged growth at its infancy and confronted growing pains as it managed such rapid growth. Paul Mann, Founder and CEO, has continued to prevail and in doing so, he attracted the attention of Harry Loyle, Managing Director of Cybeck Capital Partners and the Treasurer of the International Franchise Association (IFA).

Loyle brings solid experience creating, building and providing strategic leadership for franchise companies. He entered franchising in 1985 by opening his first MotoPhoto retail location and became the Area Developer for the New York/New Jersey and Pennsylvania regions. Since then, he has been involved in the turnaround of several organizations, enabling Loyle to fund Cybeck Capital Partners with the goal of helping others reach their full business potential with management support and backing through creative lending.

According to Mann, when searching for investors to help him take his business to the next level, he looked first and foremost for partners with outstanding business success, proven track record and a solid plan for revitalizing Fetch!. "Cybeck Capital Partners has experience building successful franchise systems and working through challenges that have resulted in healthier franchise organizations," Mann said. "I am confident that as partners, we will make Fetch! Pet Care a household name for consumers and a profitable franchise system for entrepreneurs."

The nearly 150 Fetch! Pet Care franchisees have experienced overall year over year sales growth due to strong operations and marketing programs put in place by Paul Mann and his team. The new addition of Cybeck Capital Partners to the internal executive team will give franchisees more resources to continue increasing their yearly sales.

Cybeck Capital Partners will guide the strategic direction for Fetch!. Loyle's connections to the IFA and established history of growing franchises into national players are the key advantages to help strengthen the Fetch! Pet Care brand. "While Paul and his team have faced obstacles, we can't help but get excited to unleash our growth plan for the entire franchise system. It is an honor to be a part of an organization built on trust and excellent service," Loyle adds.

ABOUT FETCH! PET CARE

Fetch! Pet Care is the nation's largest and most trusted franchisor for professional pet sitting and dog walking services, serving thousands of pets and pet parents from coast to coast. They take the stress out of finding a sitter and add convenience to your life by doing all of the legwork for you. With over 3000 Fetch! Pet Care professionals in 1500 communities, they match you and your pets with the most qualified, experienced pet professional possible. Whether you

need a daily dog walker or last-minute pet sitter, Fetch! Pet Care has got your tail covered! For more information, visit www.fetchpetcare.com. In 2011, Entrepreneur ranked Fetch! Pet Care in its Top 500 Franchises, Low-Cost Franchises, Top New Ranking, Top Home-based Franchises and Fast-Growing Franchises. Fetch! Pet Care also ranked as the top-ranked pet-care franchise on AllBusiness.com's AllStar Franchise List for the current year.

ABOUT CYBECK CAPITAL PARTNERS

Cybeck Capital Partners is a boutique private equity firm based in Dayton, OH offering management support and equity funding for mezzanine stage companies. They are "business catalysts" who unlock the potential of people and companies in diverse industries. The Operating Partnership™ Program seeks to match the demonstrated skills of an operations-oriented individual with the proven skills and track record of Cybeck Capital Partners. Over the past three decades, they have completed over 100 equity transactions, gained frontline experience leading companies from start-ups to those with over \$200MM in sales and cultivated relationships and leadership roles in the franchising industry. For more information, visit www.cybeck.com.

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