



For Immediate Release

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**NOOTERS CLUB™ APPAREL PREMIERS AT
AMERICA'S FAMILY PET EXPO APRIL 13-15 IN COSTA MESA**

Whimsical Cartoons Promote Pet Birth Control and No More Homeless Pets

Costa Mesa, Calif. April 3, 2007 -- The wide-eyed dog, cat and rabbit with the capital O's as eyes provide a comical twist on a serious message that **NOOTERS CLUB™** hopes will inspire pet owners to get their pets fixed and save millions of lives each year.

NOOTERS CLUB™ t-shirts, sleep shirts, boxers, tote bags and other apparel items will premier at **America's Family Pet Expo April 13-15, 2007** at the Orange County Fair Grounds, 88 Fair Drive, Costa Mesa, California. Items will be for sale in **Booth 1501**.

NOOTERS CLUB™ is a brand of **Nooterwear, Inc.**, a Bloomfield Hills, Michigan company that wants to make a difference in the lives of homeless pets. According to the **American Society for the Prevention of Cruelty to Animals (ASPCA)**, each year an estimated 5 to 9 million homeless dogs and cats are euthanized by shelters simply because they are unwanted.

The company wants to make a difference by: 1) raising awareness of the importance of spay and neuter and 2) donating a part of proceeds to nonprofit spay and neuter programs. All proceeds from a window decal designed for **America's Family Pet Expo** will be donated to spay and neuter programs. The company has already made a contribution to **Oakland Pet Fund** in Michigan.

"NOOTERS CLUB™ sends a light-hearted message about a very serious issue," says **NOOTERS CLUB™** creator and president **Linda Wasche**. "Our nation's shelters are overcrowded with puppies and kittens that will never find homes, so preventing more from being born is essential to solving the problem. **"NOOTERS CLUB™** attempts to draw attention to this message in an entertaining way that we hope will get people's attention."

All **NOOTERS CLUB™** items feature one of three light-hearted cartoons – a dog, cat and rabbit -- declaring "My pet's a member," "I'm a proud member" or whimsical sayings like "My dog stops at heavy petting" and "Prevent littering."

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NooterWear, Inc.

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NOOTERS CLUB™ apparel is being already used by animal shelters like **Oakland Pet Adoption Center** in Auburn Hills, Michigan to promote pet population control.

“Our staff proudly wear their **NOOTERS** to help raise awareness among our constituents,” says **Larry Obrecht**, executive director of **Oakland Pet Adoption Center** in Auburn Hills, Michigan. “The humor behind the t-shirts makes them a great ice-breaker and help us approach a serious topic in an upbeat way. We applaud **NOOTERS CLUB™** for putting its creativity and resources into such an important social issue.”

Wasche is a long-time member of the animal rescue community. In her home state of Michigan, she co-founded Oakland Pet Fund, which provides collective resources to multiple rescue organizations. Wasche is creator and publisher of the pet lover e-newsletter **fur-e-tails™** and she writes a monthly marketing column for *Veterinary Economics* magazine. She also runs a feral cat trap- neuter-return program in her community. **Wasche** holds an MA and MBA, and is a former PR firm executive and college professor who now owns and operates her own marketing firm, LW Marketworks, Inc.

Purchase **NOOTERS CLUB™** apparel at America’s Family Pet Expo and at www.nootersclub.org. **NOOTERS CLUB™** also offers complete marketing programs, wholesale pricing and custom orders to veterinary clinics, retailers and nonprofit organizations. Email Wasche at lindaw@nootersclub.org or call 248-253-0300.

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