



For Immediate Release

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IS FLUFFY OR FIDO FIXED?

NOOTERS CLUB™ APPAREL SAYS SHOW US PROOF AND GET A FREE NOOTERS CLUB™ T-SHIRT AT AMERICAS FAMILY PET EXPO APRIL 13-15

Company says to bring copy of vet records or photo!

Costa Mesa, Calif., April 10, 2007 – **NOOTERS CLUB™**, which promotes responsible pet ownership and spay and neuter through its whimsical cartoons and apparel, is giving away **free t-shirts** at **America's Family Pet Expo April 13-15** to the **first 75 pet owners** each day of the show who can prove that their pet can no longer contribute to the nation's pet overpopulation problem.

Pet owners who can establish – through a veterinary certificate, letter or photo -- **that Fido or Fluffy has been fixed** -- will receive their own t-shirt proclaiming that their pet is a member of **NOOTERS CLUB™** featuring their choice of dog, cat or rabbit designs. The cartoons are a comical twist on a serious message that **NOOTERS CLUB™** hopes will inspire pet owners to spay or neuter their pets and save millions of lives each year.

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

"The fact is that more sterilized pets means fewer pets dying each year in our shelters," says **NOOTERS CLUB™** creator and president **Linda Wasche**. "**NOOTERS CLUB™** products want to send a message that spaying or neutering your pet is the right thing to do. It is the responsibility of every pet owner to make sure that they are doing their part to end the suffering of our nation's homeless pets."

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

NOOTERS CLUB™ apparel and gifts can be purchased on the company's website at www.nootersclub.org, or contact Wasche at lindaw@nootersclub.org or 248-253-0300.

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NOOTERS CLUB™ TO GIVE FREE T-SHIRTS TO OWNERS OF FIXED PETS - 2

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.”

About President and Founder Linda Wasche

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.

About NOOTERS CLUB™

NOOTERS CLUB™ is a brand of Nooterwear, Inc., based in Bloomfield Hills, Michigan. The company sells apparel and gift items imprinted with a series of whimsical cartoon characters and slogans promoting pet spay and neuter. **NOOTERS CLUB™** also offers complete marketing programs, wholesale pricing and custom orders to veterinary clinics, retailers and nonprofit organizations. The company donates a part of its proceeds to nonprofit spay and neuter programs.

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