



For Immediate Release

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IS FLUFFY OR FIDO FIXED? PET SUPPLIES PLUS REWARDS RESPONSIBLE PET OWNERS WITH FREE T-SHIRT PLUS 10 % OFF TO MEMBERS OF NEW NOOTERS CLUB™!

Customers can bring in pet or vet certificate as proof

Bloomfield Hills and White Lake Twp., Mich., May 3, 2007 – Is Fluffy or Fido fixed? **Pet Supplies Plus** stores in **Bloomfield Hills and White Lake Twp.** are rewarding customers who do their part to help fight pet overpopulation by having their pets sterilized.

Customers who can show that their dog or cat has been fixed by a veterinarian in the past six months get a **free NOOTERS CLUB™** t-shirt plus 10 percent off anything in the store when they wear their t-shirt into the store on Wednesdays. The t-shirts can be purchased for \$14 by customers who do not have a recently sterilized pet and want to get the discount.

“**NOOTERS CLUB™** sends a light-hearted message to pet owners about a very serious issue,” said **Addy Murphy, franchise owner** of three **Pet Supplies Plus** stores in Bloomfield Hills and White Lake. “We want to see every pet go to a good home and know that our customers feel the same way. We are joining with **NOOTERS CLUB™** to reward our customers who are responsible pet owners.”

NOOTERS CLUB™ t-shirts and other apparel and gift items feature a series of wide-eyed dog, cat and rabbit cartoons that provide a comical twist on a serious message. 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.

In addition to t-shirts, **NOOTERS CLUB™** also sells other apparel and gift items including sweatshirts, nightshirts, boxers, tote bags, pet bandanas and window decals, all the creation of NooterWear, Inc., recently-launched in Bloomfield Hills. The company donates a part of proceeds to rescue organization spay and neuter programs. T-shirts are available at select **Pet Supplies Plus** stores and other items are available on the company’s website at www.nootersclub.org. Wholesale pricing, as well as **NOOTERS CLUB™** marketing programs, are available to retailers, rescue organizations and veterinary clinics.

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NooterWear, Inc.
1668 S. Telegraph Rd. Suite 100

Bloomfield Hills, MI 48302

• 248-253-0300 • www.nootersclub.org
Casual Women's & Men's Clothing • Pet Apparel and Gifts

NOOTERS CLUB™ AND PET SUPPLIES PLUS - 2

“Our shelters are overcrowded with puppies and kittens that will never find homes, so preventing more from being born is essential to solving the problem,” said Linda Wasche, **NooterWear, Inc. president and founder**. “**NOOTERS CLUB™** attempts to draw attention to this message in an entertaining way that we hope will get people’s attention. We are also committed to building awareness about spay and neuter resources for individuals who cannot afford this type of care for their pets.”

Wasche is a long-time member of the animal rescue community and co-founder of **Oakland Pet Fund**, bringing the No More Homeless Pets Movement to Oakland County. She is the creator and publisher of *fur-e-tails*, a monthly pet lover e-newsletter produced by **Oakland Pet Fund**. **Wasche** also owns and operates LW Marketworks, Inc., a Bloomfield Hills marketing firm she founded 13 years ago. **Wasche** lives in Sylvan Lake.

For more information and for store locations, call 248-333-7545.

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EDITOR’S NOTE: News release, images and photos are available for downloading under “Media Info” at www.nootersclub.org.

