



P.O. Box 6050, Mission Viejo, CA 92690
949-855-8822 / Fax 949- 855-3045

FOR IMMEDIATE RELEASE

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**Pet Product News International® Honors
Four Your Paws Only with Retailer of the Year Award**

Irvine, Calif. – In its annual contest to select the outstanding pet industry retailer, Pet Product News International, the leading monthly trade newsmagazine covering the issues and trends affecting all sectors of the professional pet industry, announced Four Your Paws Only as recipient of its 2009-2010 Retailer of the Year Award.

Pet Product News International will profile the retailer in the September 2009 issue of the magazine and present the award at the SuperZoo trade show in Las Vegas, Sept. 15-17, 2009. The overall winner and the 11 special category winners are each given a seat on the Pet Product News International Retail Advisory Board as part of the award.

Four Your Paws Only is located in North Conway, N. H., and its owners, Kathy and Brian Ahearn, have worked hard to grow the 15-year-old business into what it is today: a 5,500 sq-ft facility dedicated to making the lives of companion animals better. Besides carrying products for most pets, Four Your Paws Only features an onsite bakery and offers a variety of services, including puppy playgroups, adoption days, obedience training, nail trimming for dogs, cats and small animals, educational seminars and pet-service referrals. The Ahearns are very involved in their community and in the pet industry.

The Retailer of the Year Awards were created 17 years ago to recognize retail excellence in the pet industry. Candidates are initially selected from surveys distributed to retailers via the magazine and BowTie Inc.'s Retailer Sales force. Retailers are then reviewed and evaluated by members of Pet Product News International's award panel on such criteria as employee training practices, promotion of companion animals, involvement with professional and service organizations, innovative promotion, effective strategies in the marketplace, community impact and industry impact.

The Retailer of the Year contest is sponsored this year by World Wide Pet Industry Association (WWPIA), the oldest pet industry trade association and sponsor of the annual SuperZoo trade show.

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About Pet Product News International

Pet Product News International (PetProductNews.com) is the leading business newsmagazine covering the issues and trends affecting all sectors of the professional pet industry, including—but not limited to—retailers, manufacturers, distributors and trade associations. Pet Product News International is published by BowTie News, a division of BowTie Inc., the industry leader in consumer pet and veterinary trade publishing. You can find BowTie Inc. and its magazines on the web at AnimalNetwork.com.