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FOR IMMEDIATE RELEASE

SELECTING THE RIGHT PET STROLLER
MAKES A POSITIVE DIFFERENCE FOR PETS AND HUMANS
A new online guide gives dog and cat owners the information they need
to make smart decisions when selecting a pet stroller

MILWAUKEE, WI (April 10, 2005) – The Pet Stroller Buying Guide, a comprehensive resource for pet lovers seeking to make the right choice in a pet stroller, is now available online.

“Pet Strollers are becoming more common and popular,” says Geralee Ray of JustPetStrollers.com. “Just a couple of years ago there was a single brand and style of pet stroller available, and now pet strollers come in a variety of shapes and sizes to fit virtually any pet need.”

To help pet lovers better understand their needs, a helpful Pet Stroller Buying Guide has been made available online at <http://JustPetStrollers.com/buying-guide/>.

According to August Ray, “One common mistake first-time buyers make when selecting a pet stroller is that they concentrate only on the weight of their pet. A pet stroller that is advertised as appropriate for a 30-pound animal can support 30 pounds, but that doesn’t mean every animal of that weight will comfortably fit into the pet stroller compartment.”

The Pet Stroller Buying Guide guides pet lovers who are considering the purchase of a pet stroller with tips such as to assess the terrain over which the pet stroller will be used, consider whether your cat or dog will prefer a pet stroller that provides for some privacy, and be cognizant of your pet’s height and length and not merely his or her weight.

Another resource on the Web site includes a blog where people who own or are considering the purchase of a pet stroller can share tips and ask questions. The site also includes images and movies featuring the most popular pet stroller brands.

“Pet strollers are becoming much more popular. At the recent Global Pet Expo, over one dozen new pet stroller styles were exhibited,” says Ms. Ray. “We’re seeing more questions from consumers about this relatively new product, and we want to see pet lovers make the choice that is right for their cats and dogs.”

For more information about Pet Strollers, visit the Pet Stroller Buying Guide at <http://JustPetStrollers.com/buying-guide/>.

About JustPetStrollers.com: JustPetStrollers.com (<http://www.JustPetStrollers.com>) is the Internet’s first Web site dedicated to the pet stroller, a product that is quickly growing in popularity. The Internet retailer offers five-star customer service and has been rated by its customers into the top 3% of all Yahoo Stores. With secure online ordering, toll-free service, and information to help consumers make the right pet stroller selection, JustPetStrollers.com seeks to maintain its position as the premier U.S retailer of pet strollers. JustPetStrollers.com is operated by Metropawlis, a family-owned business in Milwaukee, WI. For more information, visit <http://www.JustPetStrollers.com>.

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For more information or to schedule an interview with Geralee or August Ray, please contact August Ray at 414.273.7387 or Augie@Metropawlis.com. Both are prepared to discuss the appropriate uses for a pet stroller and how pet lovers can select the best stroller for their pet’s needs.