



PRESS RELEASE

Fressnapf on the World Wide Woof: Green light for the online shop!

Krefeld, Germany, 1st December 2009 Animal lovers don't just go for walkies, they also go online - and now they can get rich pickings there too - Fressnapf, Germany's leading retailer of pet food and accessories, is now offering online shopping. Alongside local stores and mail order shopping, pet lovers can now find everything they could wish for on the World Wide Web. Owners can now order exclusive Fressnapf brands, well-known animal products or unusual innovations by mouse-click at the brand new portal. The order is then conveniently delivered as a package to their home.

Everything and more

You can find a vast selection of products with lots of offers in the online shop. Alongside classic standard ranges and everyday products, such as cat litter and dog food, unusual animal accessories are also available at the click of a mouse. Stylish, lounge-look dog sofas, rustic, cottage-style designer aviaries, modern cat-scratching furniture and much more. "We've got unlimited space in the online shop, so we can offer a very wide and in-depth selection that also includes unusual and bulky products". That's according to Marco Werner, manager of the Fressnapf online shop and catalogue. "Furthermore, there are no opening hours online and our customers can shop 24 hours a day, 365 days a year, from the comfort of their own home."

Virtual shopping trip made easy

A simple menu guides surfers through the online shop using intuitive navigation. Marco Werner says that "our customers can't get lost". They are guided using the "situational approach", so a dog owner can click on "sleeping", "feeding" or "walkies", for example, to view matching product suggestions with detailed information. Pet owners can also answer questions to search for and find more specific products.

One click and it's done

Fressnapf has come up with a special highlight for the launch of the online shop - New customers receive a 5% discount on their first order. Animal lovers can pay by payment on delivery, direct debit or by invoice. Delivery is free for orders worth more than 19 euros. Express delivery can also be arranged for customers who need their products in a hurry. You can find the virtual entrance to your online pet shopping trip at www.fressnapf.de.

Further information:

Fressnapf Tiernahrungs GmbH
Achim Schütz
Westpreussenstr. 32-38
47809 Krefeld, Germany
Phone: + 49 (0) 2151/5191-1231
Fax: + 49 (0) 2151/5191-281231
E-mail: achim.schuetz@de.fressnapf.eu