



## PRESS RELEASE

### Award-winning franchiser

## **Fressnapf receives Global PETS Award 2010**

Krefeld, 03.02.2010 – Specialty chain Fressnapf has been recognised with the “Global PETS Award 2010” in Vienna. The prize is awarded annually as part of the international “Global PETS Forum” to companies in the pet retail industry that demonstrate outstanding success.

A top-ranking jury of decision makers from the pet industry judged the nominated companies from retail and industry according to five criteria – sustainability, innovation, adequate target group approach, international expansion and a sense of responsibility for animals and the environment. In comparison to the other companies nominated, the jury was particularly impressed with Fressnapf’s business model and the company’s continually strong growth since its founding in 1990. “It is a very special honour for Fressnapf and our franchise partners to be awarded this prize by our peers in the pet industry. The award confirms that we, as retailers, are a nose ahead of the competition with the best concepts, products and services for Europe’s pets and pet owners,” said Fressnapf CEO Torsten Toeller at the awards ceremony.

Fressnapf has already been honoured with several prizes – In 2003, Torsten Toeller was voted “Entrepreneur of the Year”, and Fressnapf was awarded “Franchiser of the Year” in 2004. One year later, the company was awarded the “Goldenen Zuckerhut” (“Golden Sugar Loaf”), the highest award in the retail industry, in recognition of its outstanding success. Entrepreneur magazine “impulse” has voted Fressnapf as one of Germany’s three best franchise systems every year since 2006. The 2007 “Award of Excellence” from the European Community of Experts in Marketing and Sales (“Club 55”) went to Torsten Toeller. The company was also awarded the “PET Retailer of the Year” in 2008.

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