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WORLD PET ASSOCIATION HIRES JUDY BRETON AS DIRECTOR OF GROOMING & SPECIAL SERVICES

MONROVIA, Calif. (Nov. 12, 2010) – The World Pet Association, Inc.[®] (WPA), the oldest nonprofit organization within the industry promoting responsible growth and development of the companion pet and related products and services, announces the hire of Judy Breton as its Director of Grooming and Special Services. In her new position, Breton will manage all grooming services, seminars and contests.

Breton comes to WPA from Tomlyn Products, where she served as Regional Manager and National Grooming Specialist. She also served as partner and owner of Breton's School for Dogs for the past eight years.

“We are thrilled to have Judy at the helm of our grooming and special services program,” said Doug Poindexter, president, WPA. “Judy brings with her 40 years of experience in the grooming industry, and her creative vision and passion for the industry will surely be valuable assets to WPA. We expect her to be a driving force behind the growth of WPA’s resources in the coming years for groomers and industry professionals in the services segments of the industry including but not limited to kennels, training and day care.”

ABOUT THE WORLD PET ASSOCIATION

The World Pet Association (WPA), formerly the World Wide Pet Industry Association, is the oldest industry organization promoting responsible growth and development of the companion pet and related products and services. As society’s “humanization” of pets grows stronger, WPA knows it is important to inform and educate the general public to ensure safe and healthy lifestyles for our animal friends. WPA plays host to America’s Family Pet Expo, the world’s largest pet and pet products expo, hosted annually in Costa Mesa, Calif., and beginning in July 2011 in Puyallup, Washington. The organization also holds SuperZoo (www.superzoo.org), an annual pet industry trade show that showcases a comprehensive collection of exhibits and offers a variety of informative educational seminars known as SuperZoo University. WPA also offers Pet Industry Briefs, a free weekly e-newsletter providing vital industry information at your fingertips. For more information on WPA or to sign up for Pet Industry Briefs, please visit www.worldpetassociation.org.

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