



Napa

1994 – 2010

From stray kitten roaming a winery parking lot to matriarch of Five Pet Place.

We dream of the day when every cat will be so lucky.

# The 2012 Five Pet Place Media Kit

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## Company Profile



*Our first Scratching Post, serial number 100001, was sent to Mikhail Gorbachev.*

### WELCOME TO FIVE PET PLACE

Five Pet Place is a design house specializing in producing attractive yet functional products for cats. We design, test, produce and sell a unique collection of Pet Accessories for the Home™ exclusively through [fivepetplace.com](http://fivepetplace.com).

Consisting of a Food & Water Server, Litter Tray, Litter Cabinet, Scratching Pad, Scratching Post and Window Bed, our debut collection has been expressly designed to serve the daily needs of cats as they accent the decor of any home.

Our products transcend traditional industry classifications to capture revenue from both the:

- \$45.5 billion pet industry (source: American Pet Products Manufacturers Association)
- \$69.2 billion retail furniture and home furnishings industry (source: Home Furnishings News)

The company is privately held in Mission San Jose, California by company founder Michael Ostrofsky. It is currently developing a variety of additional products and services.

## Our Brand



*Five Pet Place wouldn't exist if we didn't love cats.*

### GREAT BRANDS HAVE REAL MEANING

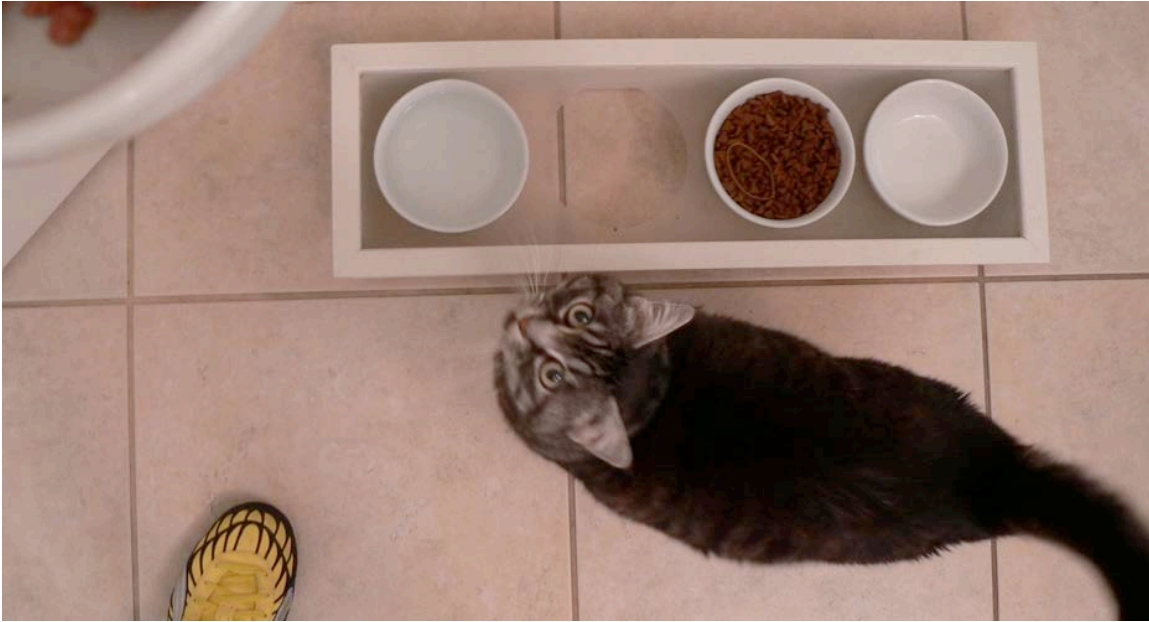
Five Pet Place wasn't concocted like a piece of fiction in a conference room full of marketing people. We've never conducted a focus group or created a presentation loaded with charts and graphs. We did, however, focus on building great products for cats and the people who care for them – without compromising our values along the way.

To us, great brands are ones with stories and insights behind them. True stories with meaning. Real insights based on trial and failure to get a product right versus some phony push to market. We're not afraid to speak our minds or stand for what we believe in, either – because we have no intention of being another faceless organization only interested in making money at the expense of personal ethics.

To give you an idea of what we're about, the following information has been provided, including:

- ☞ The Inspiration for Our Products
- ☞ The Meaning of Our Name
- ☞ Our Company Mission
- ☞ Our Company Philosophy
- ☞ The Values We Hold Sacred
  - Happy & Healthy Cats
  - Best In Class Products
  - Delighted Consumers
  - The Health of Our Country
  - The Well Being of Our Planet

## The Inspiration for Our Products



*Here's our Sabrina waiting for breakfast to be placed in one of our early Food & Water Servers.*

### PET PRODUCTS DON'T HAVE TO BE CHEAP AND UGLY

In early 2004, Five Pet Place founder Michael Ostrofsky was looking for something to feed his family's five cats with. Living in a newly built and furnished home – he wanted something that wouldn't distract from his home's carefully designed décor.

After searching everywhere for attractive, high-quality products without success, Michael, with the help of his father, designed and built a series of products based off the crown moulding and wainscoting in his home.

The products received so many compliments from visitors and guests he decided to create a company in order share them with others.



## The Meaning of Our Name



*We proudly display our name via deeply etched metal nameplates from a factory in Ohio.*

### BETTER THAN PERFECT

After struggling for days to come up with a company name that captured the essence of what he was trying to do, Michael thought the name "One Pet Place" was terrific. After all, it sounded classy while spanning the concept of pets and home.

Unfortunately, the internet address onepetplace.com was already taken. Not one to easily give up, Michael called the owner of it in Florida. The rather unfriendly person on the other end wasn't interested in talking about the name because she "had plans to use it soon."

Frustrated and stumped over the loss of what he thought was the perfect name – Michael thought about Two Pet Place for a second. Then, in one of those "eureka" moments, he realized *Five* Pet Place not only accomplished the same thing – it went one step further by recognizing Napa, Sabrina, Lucy, Sparky and Paint – the cats that inspired the development of his products and the beautiful house they helped make a home. The internet address was available, so was a toll free number where the numbers spelled out the name of the company. This new name wasn't perfect. It was better than perfect.

Meanwhile, the internet address onepetplace.com has never been used.

## Our Company Mission



*Our Food & Water Server uses high-quality dinnerware made exclusively for restaurants.*

### DEFINE A NEW STANDARD BY WHICH PRODUCTS AND SERVICES FOR PETS ARE JUDGED

While designing his initial collection of products, Michael reviewed competitive offerings to learn how they could be improved upon. He was appalled by what he found.

Many products, even expensive ones, were made of cheap materials and poorly built. Others, such as carpeted scratching posts and imported ceramic bowls, were laced with chemicals and poisons like lead. The vast majority weren't very attractive – and certainly not worthy for inclusion within a fine home.

Beyond those products, many failed to take the special needs of cats into consideration – thereby affecting the quality of a cat's life. Example? An upscale "all-in-one" piece of cat furniture that placed a cat's food, water, litter pan and bed within a few inches of a litter box. A terrible product as a cat's nose is many, many times more sensitive than any human's. Besides, who would want their food to be served a few inches from their bathroom?

As a result, Michael decided Five Pet Place would "define a new standard" by which all pet products are judged – thereby bringing a higher level of sophistication to the industry as a whole.

## Our Company Philosophy



*Our three bowl Food & Water Server in Pure White with Crema Marfil Quartz centerpiece.*

### EXCELLENCE IN EVERYTHING WE DO

It's based on the belief that when a company builds great products and treats people well – the rest of the business will find a way of taking care of itself.



## The Values We Hold Sacred



*Our Litter Cabinet has a vent in the back to ensure air circulation for cats.*

### A COMPANY WITH HUMAN VALUES

For some reason, many seemingly decent people leave their ethics at home when they go to work. For example, we read about a man who makes upscale products for dogs. Unfortunately, he has them made in Vietnam – a country where dogs are routinely killed for food. We've got a problem with that – and refuse to stoop to his level.

At Five Pet Place, we don't hide unethical activities behind a squeaky clean facade. The values we hold as individuals are incorporated in our business.

As a result, these are the guiding principles behind everything we do. Every decision we make, large or small, takes these criteria into consideration. While we'd like to say we're perfect, we unfortunately are not. For example, while we'd like to use American made components throughout our product line – we have, in some instances, had no choice but use imported ones. Even ones from mainland China. However, we only did this as a last resort.

That said, we're happy to hold our standards and level of commitment, and the following values we hold sacred, up to any of our competitors at any time:

#### *Value One: Happy & Healthy Cats*

While we love all animals, we find cats to be truly amazing. We appreciate the affection they give and respect their independence. We admire their speed, agility and strength. Since we like being around them, and are indeed around them all the time, we have taken the time to understand their needs and figure out how to best relate with them.

That's why every Five Pet Place product was tested, refined and improved until all five of our cats used them on a daily basis. Of course, cats being cats, this wasn't easy – but by using a process

where the daily activities of each of our cats was observed and measured on daily basis – success was achieved. As a result, Five Pet Place products faithfully serve the needs of cats by providing them with the best of care.

Our commitment to the well being of cats isn't limited to those who purchase our products. Our philanthropy efforts encourage adoption, spaying and neutering activities for cats and volunteering and donations to shelters. To think cats are living sad lives on the streets, suffering abuse and being euthanized on daily basis because they can't find good homes is unacceptable to us – so we're actively doing something about it and hope to do much, much more.

#### *Value Two: Best in Class Products*

Our products embody the following principles in their construction:

- ↳ *Feline Design* to anticipate and meet the special needs of cats.
- ↳ *Human Engineering* to simplify the process of caring for a cat by the people who love them.
- ↳ *Timeless Style* to reflect good taste both now and in the future.
- ↳ *Premium Materials* for products of inherent strength and integrity.
- ↳ *Quality Craftsmanship* to stand out from the crowd by appealing to discerning cats and people alike.

Together, these principles result in stylish products of exceptional quality – the kind we want to have in our home.

#### *Value Three: Delighted Consumers*

We work hard to create a consistent and thoughtful “Five Pet Place experience” for our customers and guests.

We start with a custom designed web site that allows customers to learn about our products in detail then select the materials and finishes that suit their needs best. We also offer fun items like the ability to have an e-card sent on your cat's birthday with our compliments.

Our products? We love it when a customer opens a box, sees one of our products for the first time and says “wow.” Of course, nothing beats the feeling we have after hearing from a customer about how their cats have adopted our products and made them an important part of their lives.

There's no formula to our doing this. Just a desire to do treat people right because we enjoy their company and want to make them happy.

#### *Value Four: The Health of Our Country*

When reading Entrepreneur Magazine, Five Pet Place founder Michael Ostrofsky read about a company that made its products for dogs in Vietnam. Interest piqued, he looked at the company's web site. It talked about their products. It talked their about donations to animal shelters. It talked about their love of dogs.

It didn't talk about how dogs are routinely killed and eaten in Vietnam.

As an animal lover, a *true* animal lover, Michael vowed to have his products made in The United States of America using as many American-sourced suppliers as possible. The main reason why is he doesn't want people who think of cats and dogs as food building his products – but there's more to his decision than that.

When you purchase Five Pet Place products, you are helping to keep hundreds of Americans employed at dozens of organizations, large and small, across our country. You're also helping to stem the tide against a flood of imported products often made by people who do not have the freedom and rights we enjoy – as they toil for next to nothing under dreadful conditions.

As mentioned before, Five Pet Place does have to use some imported components. However, this was done only as a last resort. Hopefully, we can find domestic resources in the near future.

*Value Five: The Well Being of Our Planet*

The Earth is our only home. Therefore, we do what we can to minimize our impact on it.

The wood for our moulding comes from managed forests which are continuously replanted. The finishes we use are lead free and meet California's air quality standards – which are among the strictest in the world.

To minimize waste, we use computers to efficiently plan how our raw materials are used. Since we monitor every item as it's built – we avoid throwing away large quantities of product that doesn't meet our quality control standards.

Since our products are produced domestically instead of overseas, they aren't shipped halfway around the world on container ships powered by bunker oil – an extremely dirty form of fuel responsible for the emission of climate changing greenhouse gasses.

Are we perfect? No. Are we doing the best we can and looking for ways to do even better? Yes. Are we better than our competitors? As far as we know, yes.



*The wood for these Scratching Post Insert caps comes from continuously replanted forests.*

## Our Company and Related Trademarks



*Five Pet Place products have individually registered serial numbers to certify their authenticity.*

### COMPANY PROFILE

All designs, including the Five Pet Place wordmark and 5 Square trademark, are copyrighted by Five Pet Place.

The names and terms Five Pet Place, Pet Accessories for the Home, Five Pet Place Food & Water Server, Five Pet Place Litter Tray, Litter Shield, Five Pet Place Litter Cabinet, Tilt-Top Lid, Five Pet Place Scratching Pad, Five Pet Place Scratching Post, Five Pet Place Window Bed and My Pet Place are trademarks of Five Pet Place.

All other trademarks and registered trademarks are property of their respective holders.



## Pet Accessories for the Home™



*Our products may be grouped together or strategically placed throughout a home.*

### PRODUCT INFORMATION

Five Pet Place products allow consumers to replace the pet products in their homes with stylish and well-constructed home furnishings their cats will love. They are referred to as “Pet Accessories for the Home™” as they serve the needs of cats while accenting a home’s décor.

In the pages that follow, we discuss the collection as a whole by noting common traits that are woven throughout it. Product fact sheets provide details about individual products. Finally, our price list provides the cost of our products and their individual options and accessories.

#### ☞ Collection Highlights

- Feline Design
- Human Engineering
- Timeless Style
- Premium Materials
- Quality Craftsmanship

#### ☞ Product Fact Sheets

- Food & Water Server
- Litter Tray
- Litter Cabinet
- Scratching Pad
- Scratching Post
- Window Bed

#### ☞ Price List



## Collection Highlights



*Prima Carrara quartz is an available accent on our Food & Water Server and Scratching Post.*

### STYLISH FORM AND USEFUL FUNCTION

Every Five Pet Place product is intended to bring joy to the lives of everyday cats and satisfaction to those who take care of them and enjoy their company. Your cat doesn't need special pedigrees or ribbons from shows to enjoy our products. All it takes is the desire to provide a loving member of your family with the very best.

By using an integrated approach to product design, engineering and construction, Five Pet Place efficiently produces then directly markets its products, thereby providing its customers with exceptional value. They're also manufactured in the USA using as many domestically sourced components as possible. Our production runs are limited in size to maintain the highest standards of quality. Finally, each product receives a serial number to certify its authenticity.

Since Five Pet Place products are designed and sold individually or as part of a collection, the following principles are integrated into each one:

#### *Feline Design*

Five Pet Place products are based on meeting and exceeding the real world needs of cats.

To do this, Michael Ostrofsky, the founder of Five Pet Place, designed every product by carefully observing and measuring the daily activities of his five cats.

As an example of this development process, Michael noticed his cats liked to go outside and scratch on the fence posts and olive trees in his backyard. To ensure the Five Pet Place Scratching Post met their needs, Michael measured the scratch marks, generously added to their dimensions, then used these calculations to support the design of his product.

Once the basic design of each product was established, they were tested in Michael's home, where careful observation and measurement was again used to refine and improve every product until they were universally accepted by his cats. This is the difference between Five Pet Place and other pet products. At Five Pet Place – the cats finalized the product design.

As a result, every Five Pet Place product faithfully serves the needs of cats by providing them with the very best of care – because the products were designed to meet their needs on their terms.

### *Human Engineering*

While Five Pet Place products are designed to serve the needs of cats, they are engineered to accommodate the needs of people by making the process of providing exceptional daily care as simple and convenient as possible.

The Five Pet Place Food & Water Server is an excellent example of this. It speeds the feeding process by allowing multiple bowls to be picked up, placed on a counter and serviced at the same time. Its optional quartz centerpiece features built-in anti-microbial protection. The bowls, centerpiece and frame can be taken apart for deep cleaning if so desired. Since our paints and stains are the same as those found on high-end kitchen cabinetry – their surfaces are easily and effectively cleaned with a damp sponge or cloth.

The bowls we use also ease the feeding process. They're the same ceramic ones found in busy restaurants – so they quickly wipe clean and of course are dishwasher safe. We also sell additional packages of bowls so dirty ones can be swapped out with clean ones in a matter of seconds – perfect for a morning feeding before leaving for work.

### *Timeless Style*

Featuring the distinctive look of crown moulding, each product compliments a home's fine cabinetry, crown moulding, wainscoting and trim, allowing them to be grouped together as a matching set or individually placed at strategic points throughout a home.

- ✎ All products feature our distinctive Five Pet Place trim finished with custom blended paint and stain finishes. Our product design is deliberately understated, yet makes a powerful statement with its generous proportions, refined finishes and flawless build quality.
- ✎ The Food & Water Server, Litter Tray, Litter Cabinet and Scratching Post offer optional palettes of carefully chosen accent colors to highlight their appearance. In the event you wish to add your own accents, these products may be ordered with solid finishes.
- ✎ The Food & Water Server and Scratching Post may be ordered with solid quartz accents to either compliment a home's existing stonework or to bring its presence to an entirely new location.
- ✎ The Five Pet Place Window Bed offers a selection of bed covers to compliment the décor of any home. Additional Bed Cover Separates are available for seasonal linen changes.

Overall, our products are designed to enhance a home's appearance as opposed to detracting from it – something our competitor's products fail to do.

### *Premium Materials & Components*

Great products are only as good as the raw materials and components they're built with.

We start with solid hardwood stock and cabinet grade plywood. Since commercially made mouldings don't meet our standards – we have ours custom made to exacting specifications where each piece is made on specialized equipment at a very slow and controlled rate to achieve the desired look and feel.

For the box panels in our products, we predominately use cabinetry grade plywood in their construction. This plywood is built up out of several fine layers of wood stocks then bonded together resulting in a very strong, very stable sheet that's stronger and more stable than solid wood.

Our finishes are custom blended and are designed to withstand the rigors of daily use. As for the rest of our components, such as our hinges and assorted hardware, they were painstakingly sourced with numerous options rejected until the perfect combination of style and performance were found.

### *Quality Craftsmanship*

Our products are built by skilled and experienced craftsmen whose work can be found within multi-million dollar homes in some of the most exclusive communities in the United States. They work in a modern, purpose-built manufacturing facility that supports their talent with some of the woodworking industry's most advanced equipment available – including machinery they designed and built themselves.

Before production of Five Pet Place products began, multiple rounds of prototypes were built as tests to insure every one could be built efficiently, yet with a very high degree of inherent quality. Some adjustments were made from an engineering standpoint. Others from a manufacturing standpoint. All from a standpoint to create the best possible products.

## Food & Water Server



*Our three bowl Food & Water Server in Premium Honey with Absolute Black Quartz centerpiece.*

### A THOUGHTFUL WAY TO FEED YOUR CAT

We've seen kitchens featuring exceptional appliances, cookware, cabinetry and stonework – only to have the atmosphere spoiled by the cat's cheap plastic bowl. The Five Pet Place Food & Water Server is designed to compliment a well appointed kitchen by serving as an extension of its fine cabinetry and trim while presenting a cat healthy portions of nutritious food and pure water.

### PHOTOGRAPHY FILES

- [Low Resolution Download](#)
- [High Resolution Download](#)

### DIMENSIONS

- Two Bowl Version: 17" W x 10.5" D x 3.625" H
- Three Bowl Version: 24" W x 10.5" D x 3.625" H

### FEATURES

- Crown Moulding Inspired Frame Design
- Durable Finishes
- Removable Centerpiece
- Restaurant Grade Bowls
- Non-Slip Vinyl Feet

## UPGRADES

- ↪ Third Bowl
- ↪ Designer Accent Painted Centerpiece or Solid Quartz Centerpiece with Anti-Microbial Protection
- ↪ Engraved Nameplate

## ACCESSORIES

- ↪ 3-Pack of Additional Food & Water Server Plates
- ↪ 3-Pack of Additional Food & Water Server Bowls

## FINISHES

### *Standard Finishes*

- ↪ Pure White
- ↪ Premium Honey
- ↪ Select Walnut

### *Designer Accent Paints*

- ↪ Classic Grey
- ↪ Regal Tan
- ↪ Estate Black

### *Solid Quartz Centerpieces*

- ↪ Absolute Black
- ↪ Crema Marfil
- ↪ Prima Carrara

## PRICES

- ↪ Two Bowl Food & Water Server: \$195
- ↪ Optional Third Bowl: \$30
- ↪ Optional Designer Accent Painted Centerpiece: \$25
- ↪ Optional Solid Quartz Centerpiece: \$75
- ↪ Optional Nameplate: \$25
- ↪ 3-Pack of Additional Food & Water Server Plates: \$25
- ↪ 3-Pack of Additional Food & Water Server Bowls: \$35

## DEVELOPMENT ANECDOTE

- ↪ Since distributors only sell the plates and bowls Five Pet Place founder Michael Ostrofsky wanted to use in the Food & Water Server to restaurants, he pretended to be opening one in order to get samples for evaluation.



## Litter Tray



*Our Litter Tray in Select Walnut with Estate Black accent paint.*

### A MASTER BATHROOM FOR YOUR CAT

People face a difficult challenge with litter boxes. Cats need easy access to clean, fresh litter – yet industrial looking plastic litter pans make people want to hide them. With the look of finely finished wood and crown moulding, the Five Pet Place Litter Tray solves this dilemma as it looks good wherever it's placed while providing your cat a comfortable place to go about its business.

### PHOTOGRAPHY FILES

- [Low Resolution Download](#)
- [High Resolution Download](#)

### DIMENSIONS

- [24.5" W x 18.5" L x 10.125" H](#)

### FEATURES

- [Crown Moulding Inspired Design](#)
- [Anti-Microbial Litter Pan](#)
- [Durable Finishes](#)
- [Mess Reducing Litter Shield™](#)
- [Non-Slip Vinyl Feet](#)

## UPGRADES

- ↳ Designer Accent Paint
- ↳ Engraved Nameplate

## FINISHES

### *Standard Finishes*

- ↳ Pure White
- ↳ Premium Honey
- ↳ Select Walnut

### *Designer Accent Paints*

- ↳ Classic Grey
- ↳ Regal Tan
- ↳ Estate Black

## PRICES

- ↳ Five Pet Place Litter Tray: \$325
- ↳ Optional Designer Accent Paint: \$35
- ↳ Optional Nameplate: \$25

## DEVELOPMENT ANECDOTES

- ↳ The original prototype featured a plastic litter pan plus a simple box with moulding around the top. The Litter Guard™ was added later to cut down litter scatter and prevent litter from accumulating between the litter pan and moulding — thereby easing maintenance.
- ↳ Smaller versions of the Five Pet Place Litter Tray were built and rejected as anything less than this size appeared to be too small for cats to comfortably use.

## Litter Cabinet



*Our Litter Cabinet in Premium Honey with Estate Black accent paint.*

### PERFECT FOR HIDING IN PLAIN SIGHT

While plastic litter boxes are designed for privacy, they're not much to look at. The Five Pet Place Litter Cabinet solves that problem by providing a useful, functional place for cats to go about their business – in a product that is designed to look good anywhere it's placed. Features include a litter pan with built in anti-microbial protection and a lid that opens wide for servicing.

### PHOTOGRAPHY FILES

- [Low Resolution Download](#)
- [High Resolution Download](#)

### DIMENSIONS

- [18.5" W x 24.5" D x 24" H](#)

### FEATURES

- [Crown Moulding Inspired Design](#)
- [Anti-Microbial Litter Pan](#)
- [Durable Finishes](#)
- [Easy Access Tilt-Top Lid™](#)
- [Non-Slip Vinyl Feet](#)

## UPGRADES

- ↪ Designer Accent Color
- ↪ Engraved Nameplate

## FINISHES

### *Standard Finishes*

- ↪ Pure White
- ↪ Premium Honey
- ↪ Select Walnut

### *Designer Accent Paints*

- ↪ Classic Grey
- ↪ Regal Tan
- ↪ Estate Black

## PRICES

- ↪ Five Pet Place Litter Tray: \$495
- ↪ Optional Designer Accent Paint: \$45
- ↪ Optional Nameplate: \$25

## DEVELOPMENT ANECDOTES

- ↪ The Tilt-Top™ Lid design was finalized during the fifth round of prototype development. Rejected prototypes included one with a removable upper cabinet with no service door and one with a door that opened from the front.
- ↪ The inside walls of the Litter Cabinet are adjusted inward so any stray liquid would run down and into the plastic litter pan without collecting or pooling.

## Scratching Pad



*Our Scratching Pad with natural sisal rope insert and Pure White frame.*

### KEEPS YOUR PAD FROM GETTING SCRATCHED

While scratching products are designed to protect carpets and furniture from unsightly damage, they present homeowners with the problem of being rather unsightly themselves. With its attractive design and quality craftsmanship, The Five Pet Place Scratching Pad allows cats to obtain their daily manicures without distracting from the appearance of a finely furnished home.

### DIMENSIONS

↳ 24" W x 10.5" D x 3.625" H

### PHOTOGRAPHY FILES

↳ [Low Resolution Download](#)

↳ [High Resolution Download](#)

### FEATURES

- ↳ Crown Moulding Inspired Frame Design
- ↳ Durable Finishes
- ↳ Premium Quality Natural Sisal Rope
- ↳ Compression Wrapped Rope Never Unravels
- ↳ Non-Slip Vinyl Feet
- ↳ Refillable



## UPGRADES

- ↳ Engraved Nameplate

## ACCESSORIES

- ↳ Scratching Pad Refill

## FINISHES

- ↳ Pure White
- ↳ Premium Honey
- ↳ Select Walnut

## PRICES

- ↳ Five Pet Place Scratching Pad: \$225
- ↳ Optional Nameplate: \$25

## DEVELOPMENT ANECDOTE

- ↳ The dimensions for the Scratching Pad and three bowl Food & Water Server are identical. The original Scratching Pad was slightly smaller — but was enlarged so the two products would match.
- ↳ Even though the three bowl Food & Water Server and Scratching Pad are similar in size, the moulding used to construct them is different.

## Scratching Post



*Our Scratching Post with Select Walnut finish and Absolute Black Quartz insert.*

### THE POST THAT TOWERS ABOVE THE REST

We wanted to provide our customers with an attractive way to protect their fine drapes and furniture from claw marks. At the same time, we wanted to protect their cats from an array of harmful chemicals found in carpet, cardboard and other scratching products. The result is the Five Pet Place Scratching Post – a product that looks good even when scratched.

### PHOTOGRAPHY FILES

- [Low Resolution Download](#)
- [High Resolution Download](#)

### DIMENSIONS

- 14.75" W x 14.75" D x 32.5" H

### FEATURES

- Crown Moulding Inspired Frame Design
- Durable Finishes
- Premium Quality Natural Sisal Rope
- Compression Wrapped Rope Never Unravels
- Non-Slip Vinyl Feet
- Refillable

## UPGRADES

- ↪ Designer Accent Painted Centerpiece or Solid Quartz Centerpiece with Anti-Microbial Protection
- ↪ Engraved Nameplate

## ACCESSORIES

- ↪ Scratching Post Refill

## FINISHES

### *Standard Finishes*

- ↪ Pure White
- ↪ Premium Honey
- ↪ Select Walnut

### *Designer Accent Paints*

- ↪ Classic Grey
- ↪ Regal Tan
- ↪ Estate Black

### *Solid Quartz Centerpieces*

- ↪ Absolute Black
- ↪ Crema Marfil
- ↪ Prima Carrara

## PRICES

- ↪ Five Pet Place Scratching Post: \$375
- ↪ Optional Designer Accent Painted Centerpiece: \$25
- ↪ Optional Solid Quartz Centerpiece: \$75
- ↪ Optional Nameplate: \$25

## DEVELOPMENT ANECDOTES

- ↪ The first Scratching Post prototype featured a 24" x 24" base – one large enough for cats to stand on. This size was later reduced as our cats refused to stand on it.
- ↪ Bricks were originally used to weigh down the original Scratching Post base. Wood blocks were later used as they reduced shipping weight to our customers — yet still prevented tipping.
- ↪ An outdoor variation of the Scratching Post, called the Outpost, was developed but later dropped as a mold-resistant scratching surface that attracted cats could not be found.

## Window Bed



*Our Window Bed with Cottage Tan cushion and optional electronic heating system.*

### THE BED YOUR CAT HAS BEEN DREAMING ABOUT

Cats love sleeping in warm, elevated places. The Five Pet Place Window Bed creates the perfect cat-sized perch. Securely attaches to walls without exposed hardware. Features an oversized box cushion perfect for hour upon hour of happy snoozing or conversations with the birds. An optional electronic heater turns even chilly days into warm and comfortable ones.

### PHOTOGRAPHY FILES

[Low Resolution Download](#)

[High Resolution Download](#)

### DIMENSIONS

[27" W x 21.5" D x 8.5" H](#)

### FEATURES

Oversized Box Cushion

Stain, Moisture, Odor and Bacteria Resistant Cover Fabric

Hidden Wall Mounting Hardware

## UPGRADES

- ↪ Electronic Heating System
- ↪ Engraved Nameplate

## ACCESSORIES

- ↪ Bed Cover Separates

## FINISHES

### *Standard Finishes*

- ↪ Pure White
- ↪ Premium Honey
- ↪ Select Walnut

### *Fabrics*

- ↪ Vintage Ivory
- ↪ Cottage Tan
- ↪ Sterling Grey
- ↪ Fine Sage
- ↪ Rich Mocha
- ↪ Royal Onyx

## PRICES

- ↪ Window Bed: \$425
- ↪ Optional Electronic Heating System: \$25
- ↪ Optional Nameplate: \$25
- ↪ Bed Cover Separates: \$95

## DEVELOPMENT ANECDOTES

- ↪ The fill, inner liner and cover specifications and design were finalized by a third generation slipcover manufacturer with over 50 years experience – and are assembled in the U.S.A.
- ↪ The Window Bed posed one of the single largest design challenges for Five Pet Place as it had to look good yet be simple to install.
- ↪ The strength of the Window Bed's mounting hardware was tested by loading a prototype with over 50 pounds of dry cat food.



## Price List



*Our vintage dated Founder's Reserve catnip is only available to customers and friends as a gift.*

### BUILD TO A STANDARD INSTEAD OF A PRICE

#### *Food & Water Server*

- ☞ Two Bowl Food & Water Server: \$195
- ☞ Optional Third Bowl: \$30
- ☞ Optional Designer Accent Painted Centerpiece: \$25
- ☞ Optional Solid Quartz Centerpiece: \$75

#### *Litter Tray*

- ☞ Five Pet Place Litter Tray: \$325
- ☞ Optional Designer Accent Paint: \$35

#### *Litter Cabinet*

- ☞ Five Pet Place Litter Tray: \$475
- ☞ Optional Designer Accent Paint: \$45

#### *Scratching Pad*

- ☞ Five Pet Place Scratching Pad: \$225

### *Scratching Post*

- ↪ Five Pet Place Scratching Post: \$375
- ↪ Optional Designer Accent Painted Centerpiece: \$25
- ↪ Optional Solid Quartz Centerpiece: \$75

### *Window Bed*

- ↪ Five Pet Place Window Bed: \$425
- ↪ Electronic Heating System: \$25

### ACCESSORIES

- ↪ 3-Pack of Additional Food & Water Server Plates: \$25
- ↪ 3-Pack of Additional Food & Water Server Bowls: \$35
- ↪ Five Pet Place Scratching Pad Insert Refill: \$45
- ↪ Five Pet Place Scratching Post Insert Refill: \$125
- ↪ Five Pet Place Bed Cover Separates: \$95

### CATNIP

- ↪ 2011 Founder's Reserve Catnip: Not available for sale. Only available as our gift.

## People & Cats



*Our fifth cat Lucy adopted us by showing up one night and moving right into our house.*

### FIVE ORDINARY CATS, FIVE EXTRAORDINARY LIVES

Approximately 85% of cats are from people someone knows, found as strays, or adopted from shelters. 80% of cats are mixed breeds as opposed to purebreds (source: Nestle Purina).

The Five Pet Place cats are no different. One was found in a parking lot, another adopted from a shelter, and a third was found under a house. As for the other two, they just showed up, made themselves comfortable and decided to stick around.

Overall, these are ordinary housecats who were fortunate to find a great home, yet managed to repay us by serving as the inspiration for a line of products and ultimately having a company named after them.

If you'd like to get to know us, we've provided a professional biography on Five Pet Place founder Michael Ostrofsky, personal biographies on each of the Five Pet Place cats, plus the transcript of a recent interview with Michael.

↳ Founder

↳ The Five Pet Place Cats

- Napa
- Sabrina
- Lucy
- Sparky
- Paint

↳ Interview

## Founder



*Michael was a dog person until his family got its first cat, a little girl named Misty, in 1969.*

### PHOTOGRAPHY FILES

[Low Resolution Download](#)

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### ONLY TOOK TWENTY YEARS TO FIND HIS CALLING

Michael Ostrofsky is the founder of Five Pet Place.

During his 20+ year professional career, Michael has held a series of leadership positions with companies in the marketing services industry.

Specializing in strategic sales, marketing and business development activities, Mr. Ostrofsky's comprehensive approach to brand building and marketing communications attracted a series of well-known clients to the firms he represented.

Some of Michael's favorite clients include Beringer Wine Estates, DHL, E\*TRADE, Seagram, Sony and Wells Fargo Bank.

Mr. Ostrofsky is a graduate of San Jose State University.

23 August 2011



## Napa



*Napa loved her Five Pet Place Food & Water Server, Litter Tray and Scratching Pad.*

### MELLOWED OVER TIME LIKE A PROPERLY AGED WINE

Napa was found in Beaulieu Vineyards'® parking lot in the heart of California's Napa Valley.

As Five Pet Place founder Michael Ostrofsky and his wife were getting into his car after dinner at the Rutherford Grill, a little black cat with white spots on its belly came up and rolled around at his feet, meowing playfully and giving the impression of being friendly and sweet.

Small and lean, they realized the cat didn't have a home. They put her in his car, stopped by a grocery store for some food on the way back to a local resort and snuck their new friend in. Within minutes, the cat was named Napa, who spent the evening eating off a room service saucer.

The next day, they headed home, stopping at a veterinarian along the way. The cat turned out to be a little girl about 10 months old. She was in heat, highly anemic with blood in her stool. She had lots of friends, too, in the form of ear mites and fleas. After a short stay, Napa went home.

Why this happened only Napa knows, perhaps it was the way her temperature was taken, but she became very, very cranky. Extremely vocal and always ready to bite your finger or swat your hand, this cat, now nicknamed Snapa, was just a big crab that, outside of chasing ping-pong balls across the floor and playing in brown paper grocery bags, wanted to be left alone.

Over the years, Napa slowly, but surely, sweetened up. She stopped biting and swatting, but never liked to be picked up. She loved being brushed and petted and always came over to say hello by rubbing and head butting your leg. As for making first impressions, she was always extremely friendly and sweet when greeting visitors for the first time – before biting them.

Less than two months after receiving a glowing annual checkup, Napa was lost to a fast moving form of cancer in March of 2010 at the age of 15. Her ashes are kept in Michael's home.



## Sabrina



*Sabrina works out on her Five Pet Place Scratching Post first thing every morning.*

### ODDLY ENOUGH HAS NEVER CLIMBED A TREE

Working many hours and wanting some friendly feline companionship as Napa was such a crank, Michael's wife decided to visit the Peninsula Humane Society in Burlingame, California to look for a friend. A fan of orange cats, she was delighted to find a tabby in her favorite color. Unfortunately, when she stuck her finger in the cage, the little guy decided to bite, something she had more than enough of with you know who.

A few cages later, she came across a beautiful grey tabby with "a little pink nose." This time, her finger was greeted with a loving lick and a playful rub. A loving bond between the two was immediately made. Better yet, the orange cat was adopted at the same time the paperwork for this kitten was being filled out.

Once Sabrina, named after the character in the Audrey Hepburn movie who, on occasion, climbed trees to observe parties in the Hamptons, got home, the two became very close. Only a few weeks old, the shelter believed Sabrina had been separated from her mother at a very young age – so she was delighted to find a new "Mom."

A very expressive cat, Sabrina has an amazing vocabulary, using many different meows, squeaks and purrs to communicate. She insists on over the shoulder "taxi rides" every morning. During one of these rides around the holidays, Sabrina began her singing career by crooning along with Bing to the classic tune "White Christmas." She has recently begun to jump into a large empty bathtub to sing on her own, earning her the nickname Tubby.

Troubled with allergies, Sabrina requires treatment in the form of an oral steroid. Fortunately, her symptoms are well under control. She now lives in a location close to where she was adopted on the San Francisco Peninsula.

## Lucy



*While Lucy likes newspapers, she really loves her Five Pet Place Window Bed.*

### A WONDERFUL CAT WORTHY OF HER NAME

Lucy adopted Michael and his wife during the winter of 2003.

She was first seen about six months prior to her arrival at Five Pet Place sitting on a sidewalk next to a busy street about four blocks away. Black with white markings, she was later seen lurking around the neighborhood from time to time.

One evening, Michael looked out the kitchen door to check on an approaching winter storm when he noticed a cat peering over their fence. Michael immediately recognized her and went outside to say hello. To his surprise, the cat immediately came over and started licking his outstretched hand.

After a nice meal, Lucy began to have what could best be described as a coughing fit. Very loud and extremely dry, the episode continued for several minutes. Once she settled down, Lucy declined an invitation to spend the night in the garage, insisting on accommodations in a spare bedroom inside the house. An appointment was made with the veterinarian the next day.

During her checkup, X-rays revealed one of Lucy's lungs was damaged by disease as a kitten, a condition requiring ongoing treatment in the form of daily medication for the rest of her life. Fortunately, the condition was correctly diagnosed and under control. She also has hyperthyroid disease, high blood pressure and occasionally has seizures – requiring her to receive several medications a day.

As for Lucy's name, Michael's mother is named Lucille. An outgoing and friendly "people person," she immediately bonds with people and is known as a real sweetheart. Michael decided to name his new cat after her because she's the same way. In fact, she's known as "Lucy the Licker" because she's always giving people licks of affection.

## Sparky



*Sparky gets so excited when fresh shrimp are placed in his Food & Water Server he hisses.*

### GOT WHAT HE WANTED

Michael's parents have a colony of feral cats living in their backyard. They were able to get every one of them fixed except a female before she had a litter of one orange tabby. They saw the kitten in their yard a couple of times but were unable to catch it and get it fixed, too.

One afternoon, Michael's father heard something scratching at the vent screens along the foundation of their home from the inside. He spent several minutes looking around before seeing a little face peering through a screen. Somehow, the orange kitten got under the family house and couldn't find its way out.

Michael's parents rescued it and scheduled a check up. The diagnosis? One very healthy and active little guy. They thought about adopting him for a second, but then counted the number of cats they already had. After tallying eight, they concluded that was indeed enough. Knowing Michael and his ex-wife were interested in adopting an orange cat, they gave them a call.

They named the cat Nacho and tried to introduce him to indoor life. He was miserable. He hid most of the time and would become terrified whenever anybody would come into the same room. Even though his ability to run up expensive drapes and window screens was impressive, they just wanted him to be happy. Given the amount of energy he displayed, Michael's mother thought he should be named "Sparky." The name stuck.

Concerned about Sparky's well being, Michael talked to a vet who said, "If you want that cat to be happy, give him what he wants." And what did this cat want? Outside! A few years later, Michael and his wife split up. They had to sell the house and move. Michael talked to his neighbors about serving as foster parents. Luckily, one of his neighbor's children had taken a liking to Sparky and his buddy Paint, adopted them and continue to care for them to this day.



## Paint



*Paint thinks of his Five Pet Place Scratching Pad as a perch to hang out on all day.*

### PROBABLY LUCY'S SISTER – DEFINITELY SPARKY'S BROTHER

Michael and his ex-wife met Paint coming home from dinner one Friday night. As their garage door opened, they were surprised to see a little black and white cat, surprised out of its wits, running around in circles in the middle of the garage looking for a way out. After taking a few seconds to get its bearings, the cat ran away.

In the days that followed, they saw the cat around the neighborhood at first – then in their yard. At that point, they placed a bowl of food in a cage in order to trap it for a trip to the vet. Sure enough, the cat was in the cage the next morning.

The cat turned out to be a healthy young male that looked a lot like Lucy. Yet unlike Lucy, who's a real people cat, this one had somewhat of a feral streak and wasn't comfortable being touched. Given the similarities in their markings, Michael believe he's Lucy's brother, although it's just an educated guess without any DNA evidence to support his hunch. But with similar markings, such as their distinctive milk moustaches, it's hard not to believe they're litter mates.

Since Paint arrived around the same time Sparky was being reintroduced to the great outdoors, the two met and, since they were the same age, behaved as if they were family. They still hang out together to this day, although Paint gets under Sparky's skin by trying to hang out with him too much.

As far as his name is concerned, the word "Paint" recognizes his unique markings, particularly the white splotch across the bridge of his nose because it makes him look like he bumped into some wet paint. Even though he won't let people pet him, he still has a very sweet disposition. In fact, he enjoys talking back to people whenever they talk to him.

He lives with Sparky in a neighbor's backyard next to Michael's old house.

## Interview



*As recorded during the Pebble Beach Concours d'Elegance August, 2011.*

### MEET THE DEFINITION OF INSANITY

*A design house for cats?*

Yes as that's an accurate description of what we do. Design houses use their design, sourcing and manufacturing expertise to produce any number of interesting items for people. Ralph Lauren and Calvin Klein branched out from fashion into home decor a long time ago. Chanel even did a motorcycle once -- and it was beautiful. Too bad they only made one of them.

At Five Pet Place, we do the exact same thing -- except our focus is exclusively on cats. When we were looking for a simple descriptor to capture the focus of our company -- the term was appropriate as we take our expertise and apply it toward a specialized niche.

*Where did the idea for your products come from?*

My wife, now ex-wife, and I had five cats. Each got wet food, dry food and fresh water on a daily basis, so there were 15 bowls scattered around our house and yard. When we weren't filling or washing them, we were bumping into them and spilling everything all over the place.

Since that got old, I went shopping for something that held multiple bowls -- and couldn't find anything decent. Everything, even the expensive stuff, was tacky looking and poorly made. As a result, I designed some Food & Water Servers and built them with my Dad.

*When did you decide to start Five Pet Place?*

Everyone who saw the Food & Water Servers really liked them. That prompted me to look at the rest of the pet products in our house then redesign them with a similar theme. They got rave reviews as well -- so much so I decided to start a company in 2004 and bring them to market.



*So you needed eight years to get your product to market?*

Hard to believe but yes. The first few years we focused on the design of our products. We'd try different designs and materials – and we wouldn't consider a product finished until all of our cats used them on a daily basis. We also wanted to make sure they'd last under continuous use.

While we thought that was difficult, finding a manufacturing partner who could build quality products was next to impossible. Some people thought our idea was stupid. Others couldn't meet our quality standards. Many couldn't be professionally managed. It was unbelievable.

Fortunately, I was able to find a high end cabinetry shop who wanted to work with us. The owner's a great guy who understands how to produce quality products – so the odyssey finally came to an end – although it cost me my home and marriage in the process.

*Why didn't you give up and do something else?*

Cats are my passion – and the idea of helping thousands of them live long, happy and healthy lives is the greatest feeling in the world.

For the first time in my professional career I'm truly happy. While the advertising and design industry was OK – it was still work and I never felt truly fulfilled. I always wanted to start a company that manufactured products of some kind. I just didn't know what until the idea of doing something for cats came up.

Some people, and these were ones who never took the risk to start a business of their own, thought I was crazy. In fact, my brother called me "the definition of insanity" once. Because I knew this is what I wanted to do – their negativity didn't affect me too much.

*How did you come up with the idea to use crown moulding in your design?*

Our house had a large beam running across the family room ceiling. It was beautiful and composed with many layers of moulding. After days of trying to figure what a good looking Food & Water Server would look like, I saw that beam and had a "Eureka" moment.

*What kind of product design background do you have?*

No formal education there, just a sense of good taste, I guess. When you work in advertising and design, you tend to be sensitive to aesthetics and the impressions your work has on others. That sensitivity can be found in everything we do because we keep our customers in mind at all times.

*Why did you decide to make these particular products?*

I looked around the house and decided to improve upon the products our cats used the most. We could've gotten into other products but didn't want to stretch ourselves too thin.

I'd love to get into high quality foods for cats – but I'm not going to take money from investors than have them make me cut corners just so they can get their money out. We also wanted to make these products the best they could be before moving onto anything else.

We've got a really long to do list – and there are plenty of ideas for best in class products on it.

*Why not build high-tech pet products?*

We believe they still have fairly significant drawbacks. Look at automatic litter boxes. A great idea, yet they have a terrible reputation for breakage, make a lot noise when they're activated at night and scare some cats from using them. That's not good enough for us.

*Seems like other products out there are more convenient for consumers...*

You mean like those huge plastic reservoirs of food and water? When food sits around it goes stale. When water sits around bacteria can grow in it. I wouldn't want that for myself – and don't want that for my cats or anybody else's cats, either.

Sure, those kinds of products take less effort to maintain. But at what cost? Cats are living, breathing creatures that require effort in order for them to live the longest, healthiest lives possible. There simply isn't any substitute for consistent daily care.

*Why don't you make fun things like t-shirts for cats?*

We'll never do anything like that because they're tacky and cats don't need them. Besides, the process of putting a shirt on cat has be an extremely negative experience for them. People who make those kinds of products are more interested in making a buck than caring for cats. Obviously, that's not what this company is about.

*What was hardest about starting up?*

Finding the right manufacturing partner *by far*. That process took several years off my life.

*What was most rewarding?*

A friend was thinking about putting his 19 year old cat down because it could barely move from arthritis. Since we had an extra heated bed cushion prototype lying around, I offered it to him. Long story short, the cat loved his bed and is still with us today because his quality of life improved so much. How cool is that?

*Did you ever think about quitting before getting to market?*

Oh, the thought would run across my mind whenever a manufacturer would fall through – but I never seriously considered it. I liked what I was doing too much – and the promise of what these products could do was too much to walk away from.

*What do you like about running Five Pet Place?*

The ability to execute a vision without compromise. When you work for somebody else, unless you're really lucky and have complete freedom, your ideas always get shot down or watered down by bosses, committees and other employees. Fortunately, I don't put up with that anymore.

*And what don't you like?*

There are things I worry about such as damage occurring during transit. Basically anything that results in a less than perfect experience for one of our customers. Worrying doesn't help matters, though. Working to prevent problems from happening in the first place does.

*Why go after the high end of the market?*

We are not going after the high end of the market. We are building the best possible products and they just happen to be expensive to produce. We're not talking injection molded plastic here. We're talking handmade products built to standards equal to or better than home furnishings.

I suppose we could save money and have our products produced in China. Not going to happen because a substantial portion of their population still eats cats -- and I'm not supporting that. We could build cheap products you assemble yourself sort of like what Ikea does – but people are

finally figuring out that replacing products that fall apart after a couple of years doesn't make any sense.

Producing quality products takes time and money. Producing quality products like ours takes a great deal of both. That said, we're sure when consumers look at our products and read how much has gone into each one – they'll understand the value they represent.

*Interesting how your company talks about ethics...*

Our economy's hurting so we try to keep Americans working. Selling products to care for cats made by people who eat them, to be perfectly frank, makes me sick. We also take the environment into consideration when we make decisions -- as shipping product halfway around the world uses a tremendous amount of fossil fuel.

That said, we're not out to preach to anyone or say "look at us." We just think it's the best way to do business. I've seen companies who have their stuff made overseas throw away entire containers full of product because they're not made right. To me, that's ridiculous as you should be focusing on making every product right the first time – even though it costs more to do so.

All we're trying to do here is what we feel is right. In a way, it's a shame we stand out from the crowd so much because we feel everybody should be doing this.

*If you had the chance to do anything over, what would you change?*

We would fire vendors much more quickly. Our big mistake when evaluating manufacturers was we thought you could manage them in a way where their quality standards could be brought up to ours. That doesn't work. You either get quality from suppliers immediately or you won't get it all – so rather than continue to waste your time – it's better to cut your losses and move on.

*Any moments during the development process that stand out in your mind?*

Some relatives from Pittsburgh, my hometown, came to visit me in my old home. When they arrived, Sabrina was passed out in her heated Window Bed while the others were enjoying some of our Founder's Reserve catnip in the backyard. My aunt looked at them and said "when I die, I want to come back as one of your cats."

*What motivated you to become an entrepreneur...*

When I showed up at the University of Redlands way back in 1981, I began to notice the people I admired were entrepreneurs. Figured if that worked for them, it would work for me.

That discovery was the foundation for my career – one I'm still building on today. To that end, I would suggest to students out there to go and visit your career planning and placement office while you're still in school because life's a lot easier when you know what you want to do with it.

*What was appealing about the entrepreneurs you admired?*

The ones I came across liked what they did. To me, doing something you don't enjoy for 5 out of 7 days a week doesn't make sense to me. I've always pushed to become self-actualized – and working for somebody else just wasn't going to allow that.

Otherwise, the inherent benefits associated with being an entrepreneur appeal to me. The freedom to make decisions. The unlimited potential. The ability to push yourself and learn as much as you want. The possibility of taking an idea and growing it into something big.

*Any other reasons you wanted to start a company?*

I know this sounds corny, but one big reason why is I'm trying to make the most out of what God gave me. I've been blessed with great parents and good health – so I feel obligated to maximize the opportunity I've been given in return.

*Who do you see as your largest competitors moving ahead?*

Rather than concern ourselves about things we can't control, we focus on our own organization by doing our own jobs and driving our own business. We have a very exciting long-term vision for Five Pet Place and are confident in our ability to pull it off.

*You must really love cats to start a company that makes products for them...*

People always ask me "why don't you make dog stuff." It isn't because I don't like dogs. I do. In fact, I'm a big animal lover who would love to have some dogs, horses, and even a few chickens running around the yard – but I'm so busy there aren't enough hours in the day to properly care for them. That said, I've been around cats for over 40 years and, yes, they're wonderful animals.

*Of your cats, which one's your favorite?*

Every cat is my favorite. Even the ones I don't personally care for. I hate seeing stray cats living around dumpsters or winding up dead in our streets. I absolutely hate it. If I see a dead cat on the side of a road -- it affects me. It will always affect me.

That's why we've created an aggressive philanthropy program designed to help animals in need. Rather than charge customers full price and donate a portion of our profits to a single shelter – we reward people who do something nice for cats. If they adopt, spay or neuter a cat or volunteer or donate to a shelter – we'll reimburse them for their good deed when they buy one of our products. That way, we're able to save lives all over the country instead of just one place.

We've also created something called "My Pet Place." It's on our web site. Anybody can go there to receive birthday e-cards for their cats, a Five Pet Place themed calendar and a special cat blessing for the Feast of St. Francis. We offer all of these items at no charge, too.

*Thanks for your time, Michael.*

My pleasure. Thank you.

## Philanthropy



*Our philanthropy efforts are designed to help non-profits like Seattle's Kitty Harbor.*

### ENOUGH

Millions of cats and kittens, as well as dogs and puppies, are still euthanized every year due to overpopulation while others fight to survive on their own. The problem seems to be getting worse instead of better, despite the efforts of so many wonderful people and organizations around the country who put their heart and soul into saving as many lives as possible. We feel for them.

At Five Pet Place, we look at this situation and say “enough.” We need to get serious about pet overpopulation and other related issues. We’re moving sideways – and basically using the same methods to combat this problem as was done 100 years ago – namely where an unfortunate animal can still be rounded up and put down if nobody wants it within the space of a few days.

### WHAT WE’RE DOING TO FACILITATE CHANGE

Five Pet Place sells its products directly to consumers exclusively through [fivepetplace.com](http://fivepetplace.com). Since we’ve eliminated middlemen such as distributors and retailers from our sales process, we are able to direct funds used to compensate those organizations and direct them toward ones committed to helping animals.

Our efforts currently focus on supporting animal care organizations. In time, we hope to strengthen weak animal cruelty laws and create modern and revolutionary ways to solve our pet overpopulation problem once and for all. So how are we going to help?

### THE FIVE PET PLACE REWARDS PROGRAM

The premise of our program is simple. Help a cat, kitten or shelter out and we’ll reward you up to \$50 for it when you purchase one of our products. Here are the 5 specific things you can do:



### *Adopt*

Obtain a cat or kitten from a verifiable tax-exempt charity or municipal shelter. Once the facility is verified, we'll help pay adoption expenses. Adoption fees and related expenses to the animal's care, such as spaying, neutering, vaccination and medical charges, are eligible for coverage.

### *Spay*

Get a cat spayed at a licensed veterinary facility, verifiable tax-exempt charity or municipal shelter and we'll help pick up the costs for labor and consumables directly related to the surgery.

### *Neuter*

Get a cat neutered at a licensed veterinary facility, verifiable tax-exempt charity or municipal shelter and we'll help pick up the costs for labor and consumables directly related to the surgery.

### *Volunteer*

Volunteer with a verifiable tax-exempt charity or municipal shelter. Once the facility and length of service is verified, we will reimburse individuals a set amount for each hour served.

### *Donate*

Make a cash donation to a verifiable tax-exempt charity or municipal shelter. Once the facility is verified, we will reimburse your donation.

This is only an overview of our rewards program. For details, visit the Philanthropy section at [fivepetplace.com](http://fivepetplace.com) and download our complete brochure with detailed terms and conditions.

## WHAT MAKES THIS PROGRAM UNIQUE

- ✎ The Five Pet Place Rewards Program supports existing charities instead of funding one of our own. This allows money to be spent where it matters most – on cats and kittens in need.
- ✎ Our program encourages people to make a commitment toward doing a good deed *first*. By doing so, The Five Pet Place Rewards Program could spell the difference between somebody adopting a cat or kitten in time versus being too late.
- ✎ Charities and shelters often have to discount their adoption fees to encourage people to take a new cat or kitten home. With The Five Pet Place Rewards Program, they do not need to do this – and are therefore able to generate more income to help more animals.
- ✎ The Five Pet Place Rewards Program spay and neuter reimbursement activities are good for any cat or kitten. Therefore, people don't have to own the animal receiving the medical procedure – all they have to do is pay for it. Therefore, people can make a difference in their community by supporting local Trap Neuter and Release programs.
- ✎ Our volunteer reimbursement activities encourage individuals to foster parent cats and kittens – thereby keeping them safe in a loving home until they're adopted.
- ✎ Charities and shelters are free to use The Five Pet Place Rewards Program as an incentive to encourage activities within their communities.
- ✎ All we ask is a charity be tax-exempt or a shelter be a municipally funded or sponsored one. This allows consumers to support the work of the charity in the community they like best – instead of one we selected ourselves – which might not serve a community one of our customers lives in.

## My Pet Place



*While the Five Pet Place Calendar might be free – it's rich with style.*

### WITH OUR COMPLIMENTS

We've created My Pet Place for customers and cat people for no other reason than we like to share our love of cats with as many people as possible. We offer cat birthday e-cards, a monthly calendar, even a special blessing for cats to celebrate the Feast of Saint Francis – who is known as the patron saint of animals. We also offer company, product and personal updates via e-mail plus a dedicated Five Pet Place Facebook page. All of these services are provided at no charge. No purchase required, either.

#### *Cat Birthday E-Cards*

Lots of people think celebrating a cat's birthday is strange. We don't. In fact, we like setting aside one day a year to celebrate the lives of close, loyal and trusted friends. To encourage more celebrations, we offer Five Pet Place cat birthday e-cards. Just sign up and you'll get one every year. For those who don't know their cat's birthdays, we suggest July 23<sup>rd</sup>. It's the day we celebrate all the birthdays here at Five Pet Place. It's the first day of the astrological sign Leo – making it the perfect day to have the biggest cat birthday possible.

#### *Five Pet Place Calendar*

Every month, we create and distribute a calendar for our customers and friends. It's an electronic file delivered by e-mail. Some recipients use it as a screen saver or desktop on their computers. Others print it and post it in a favorite spot at home, school or work. Like our products, we've designed our calendars to be functional and stylish.

### *Feast of St. Francis Blessing*

Saint Francis of Assisi was born in 1181. Known to this day as the patron saint of animals, he is remembered every October 4<sup>th</sup> – a day known as “The Feast of St. Francis.” On this day, animals are blessed at ceremonies held in churches around the world in ceremonies known as “the Blessing of the Beasts.” Since getting the beastly Five Pet Place cats to a church is impossible, we had a special blessing written for them – and are happy to share it with anyone who would like to have their cats blessed.

### *Facebook Updates*

Five Pet Place has a comprehensive Facebook presence. In addition to fully branded pages about our company, cats and products, we also offer details about our philanthropic activities and a way to sign up for all My Pet Place offerings. By clicking our “Like” button, either on our Facebook presence or on the Five Pet Place website, you’ll receive updates from us through your personal “News Feed” page. You can also see what our friends and customers have to say about us.

### *News Feed Subscriptions*

Subscriptions to the Five Pet Place News Feed are available within My Pet Place. We highly recommend signing up for them as Five Pet Place distributes its latest company news to consumers and the media this way.

## Contact Information



*The house that became the loving home known as Five Pet Place.*

### AT YOUR SERVICE

If you need anything from us to make your job easier, such as product for a photo shoot or some time with Five Pet Place founder Michael Ostrofsky – please feel from to contact him via any of the following means:

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