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HOLLYWOOD FEED ANNOUNCES ACQUISITION OF PETPEOPLE HOLDINGS

(Memphis, TN) – Hollywood Feed, LLC (Hollywood Feed) announced this week that it has entered into an agreement to acquire PetPeople Holdings, LLC (PetPeople). This acquisition is the largest in the natural and holistic pet food and product retailer’s history, increasing the brand’s geographic footprint, store count, number of employees and, most importantly, its ability to reach more customers desiring natural and holistic products for their pets.

“We’re thrilled to welcome PetPeople’s team members and customers into our family,” says Shawn McGhee, president and CEO of Hollywood Feed. “A like-minded retailer, they share our dedication to providing the highest level of care, products and service to our customers and their furry family members.”

In addition, both brands share a passion for supporting local rescue groups through donations, adoption events, and participation in community events and fundraisers.

With this acquisition, Hollywood Feed increases its store count from 104 to 180, adding five new states to its roster, in addition to the 14 states in which it already has stores. The brand’s footprint will now span from Texas to Pennsylvania and from Michigan to Florida. The total number of employees post-acquisition is 1,225.

When asked what sets Hollywood Feed apart, McGhee is quick to credit its “pack” of employees.

“The in-store experience has long set us apart in the pet supply industry. Outstanding product selection, competitive pricing, unparalleled sales associate training and education, and support of local rescue groups are the standard here,” he notes. “PetPeople demonstrated a similar culture of excellence, and we look forward to bringing them on board as we continue to be a top-tier retailer as well as an employer of choice.”

Behind the scenes, Hollywood Feed has robust operations in place to support the 180 brick-and-mortar locations including a sophisticated e-commerce platform, a centrally located 180,000-square-foot warehouse with leading-edge technology, and a fleet of 17 tractor-trailer rigs that distribute the majority of products sold in its stores. Hollywood Feed also offers Curbside Pickup in all of its stores and Same Day Delivery (in about an hour after the order is placed) via its own fleet of delivery vehicles, driven by employees.

“As demand for holistic pet products continues to grow, so do we,” says McGhee, “The acquisition of PetPeople helps ensure that our customers have access to products that enhance quality of life for their pets.”

About Hollywood Feed:

Consistently ranking atop consumer choice awards in the markets it serves, Hollywood Feed and its family of brands have most recently been named Best Pet Supply Stores by Dallas A-List, Best Pet Store by The Memphis Flyer, Best Self Atlanta Magazine's Best Pet Store, Best Pet Food and Supplies in the Best of Denton County Awards, and Best New Business by Cary Living Magazine in North Carolina. Hollywood Feed proudly stands by its brand promise: *If your pet doesn't love it or if you don't love it, we will gladly replace or refund it.* Learn more about Hollywood Feed at hollywoodfeed.com and facebook.com/hwfeed.

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