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## **FOR IMMEDIATE RELEASE**

### **UNPARALLELED PET PANACHE OFFERED BY HOLLYWOOD PREMIER PETS**

*Pets Treated Like Stars at Glamorous, New Location*

**PALM DESERT, Calif.** (October 26, 2009) – Glamorous décor reminiscent of an art deco era gone by. A mesmerizing red crystal chandelier as the centerpiece. Ambient music reminiscent of the “Roaring ‘20s”. All surrounded by 5,000 square feet of spacious luxury, orchestrated by Planet Hollywood interior designer Randy Rio. This is a description of the latest Palm Desert hot spot...if you have four legs.

[Hollywood Premier Pets](#) has gone over-the-top with its new location. In celebration, this pet’s paradise is partnering with [Animal Samaritans SPCA](#), a non-profit, no-kill animal shelter out of Thousand Palms, to adopt thirty dogs on Saturday, November 7, from 1 to 4 p.m.

Competitors from season one and two of Animal Planet’s popular series [GROOMER HAS IT](#) will provide spa services to dozens of homeless dogs, in the hopes of finding loving new homes for at least thirty during the event. After being spayed or neutered, then having an identifying microchip implanted, Animal Samaritans will bring the dogs to Hollywood Premier Pets for some rare pampering by the celebrity guest stylists.

Establishing a distinctive niche, Hollywood Premier Pets offers an enticingly different experience than an everyday pet store for both owners and their cherished companions. Owner and animal-lover Dan Barton elaborates, “Parents wouldn’t vacation in a five-star resort, but drop their kids off at a motel.”

Setting them apart from the crowd are services such as the “Splash ‘n Dash Club”, providing unlimited monthly grooming, starting at \$39.95 per month. Pooches have never been so pampered waiting for a bath as they are in the Hollywood Premier Pets’ holding room. Prior to receiving their “Paw-dicure”, facial, hydro-massage, or hand blow dry, among many other offered treatments, animals are kept calm with aromatherapy, soothing sounds and specialized climate control.

Each day, while proud parents snack on free popcorn and lemonade, pets can head straight for the “Licker Bar”, where snout-level samples of doggie delicacies are presented. “Mingle Nights” also take place once a month, where four-legged friends may frolic and two-legged folks indulge in wine and conversation.

Hollywood Premier Pets has an enormous array of pet foods, treats and accessories for both cats and dogs, categorized by their all-encompassing “Good, Better, Best” philosophy. People desiring extravagant pet accents may choose from collars laden with Swarovski crystals and designer bowls. For more modest felines and pooches, a multitude of affordable, high-quality items are also available.

When it comes to food options, only premium selections with no by-products are offered. Not swayed by the high-priced marketing campaigns of popular brands, Hollywood Premier Pets is careful in choosing foods and treats based solely on ingredient quality.

Open from 8 a.m. to 6 p.m., Monday through Friday, and from 8 a.m. to 5 p.m. on Saturdays, Hollywood Premier Pets is located at 77920 Country Club Drive, Suite 6-8, in Palm Desert. For more information or to schedule services, call 760-345-5005, or visit [www.hollywoodpremierpets.com](http://www.hollywoodpremierpets.com).