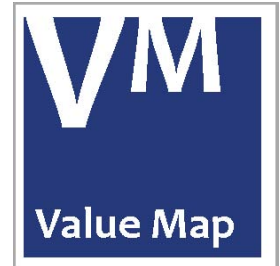


Business Elements: Value Map

"WHAT IS MY COMPANY WORTH TODAY?"

"HOW DO I STAY FOCUSED ON INCREASING THAT VALUE?"



Valuation...

Understanding the current value of your pet business and the underlying value drivers is critical in **building transferable value, raising capital, and strategic decision making.**

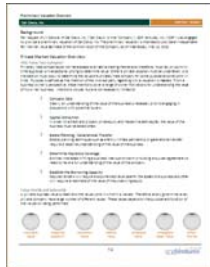
Valuation...Reinvented

In 2002, SDR reinvented the investment banking model for privately held businesses by providing a professional class of services to an underserved market of privately held businesses.

In 2010, SDR set our sights on reinventing the valuation model for privately held pet industry businesses by providing a best of class, confidential, valuation report for a fraction of the cost.

What you'll get from the Value Map...

The Value Map is a detailed assessment of your business' value based on your historic financial performance, industry trends, and current market conditions. This 20+ page report serves not only as an indicator of the point-in-time value of your Company, but also as a reference tool that provides the following:



Guidepost of short and long term strategic direction



Range of current potential market values



Insight into the value drivers that help maximize your company's value



Industry benchmarks and valuation methodologies



Review of financial statements from a private capital market perspective

About SDR Ventures...

SDR is an investment bank specializing in advisory services for the privately-held marketplace. SDR has transaction and funding experience with privately-held companies in the healthcare, business services, manufacturing, distribution and pet industries. By taking a client-centric, operationally focused approach, SDR is "Investment Banking...Reinvented."

About Business Elements SM

SDR is an operator's investment bank, placing client advocacy ahead of transaction advocacy. Business Elements SM is a full range of services for clients seeking strategic direction and a level financial sophistication that is normally reserved for companies 10 times as large. Our services help optimize valuation, capital access, and transition.

APPA Members Receive 10% off the Regular Value Map price of \$749

State of the Pet Industry: Capital Ready to be Deployed

M&A in the Pet Industry

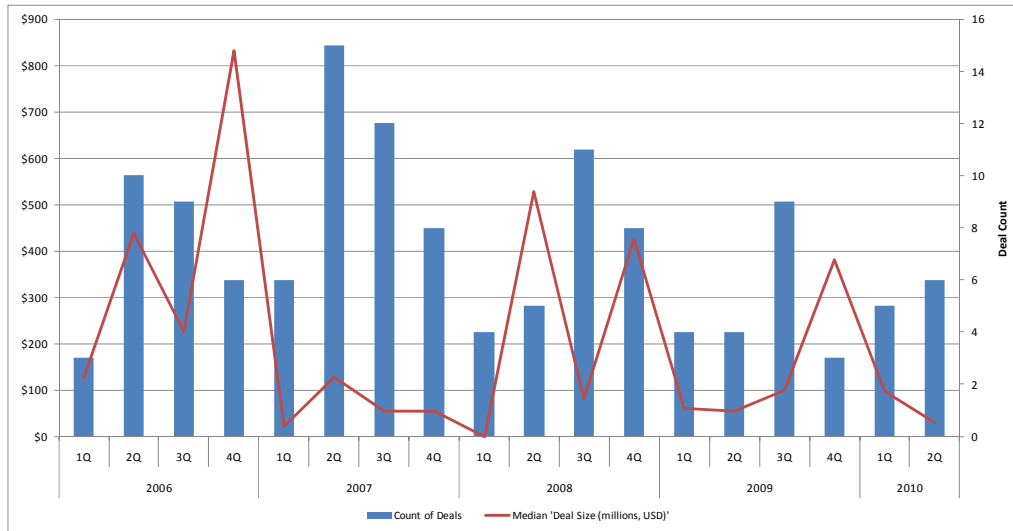
State of the M&A Market

The M&A market is emerging from the recessive slumber experienced in late 2008 and 2009. Liquidity has returned, the valuation gap has contracted and business owners are successfully transitioning out of their businesses.

Below are some of the key indicators that M&A in private markets, especially the **pet industry**, is heating up and liquidity is readily awaiting to be deployed.

Pet Products and Services: Off to a Hot Start in 2010

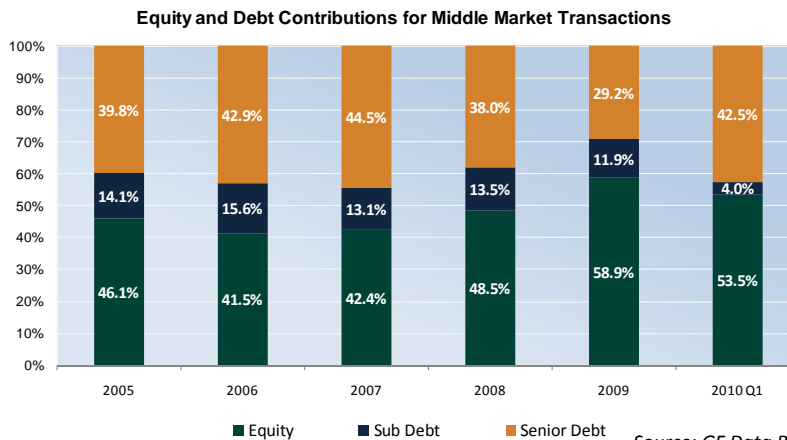
Quarters 1 and 2 in 2010 have seen eleven notable transactions in private equity and three in the private sector. Quarter 2 showed 6 deals, and was the busiest 2nd quarter since 2007.



Source: Pitchbook

Liquidity and Credit

The debt capital markets are beginning to show signs of activity, as bank debt (“Senior Debt”) became a larger component of overall capital structure in the middle market in Q1 2010; matching senior leverage levels of 2006.

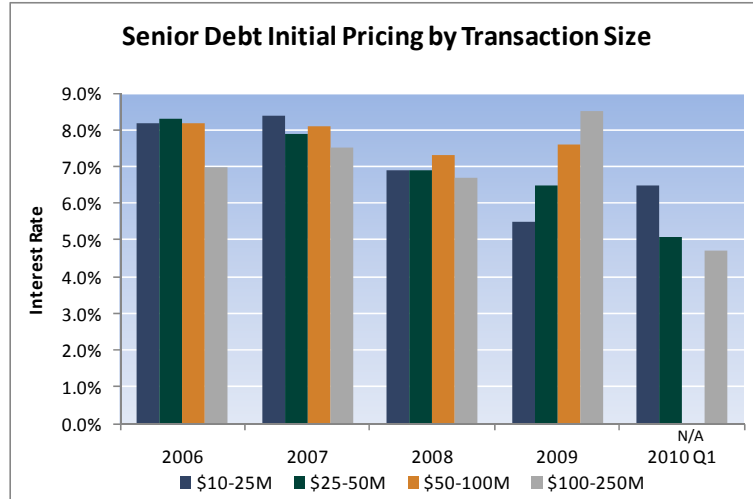


Source: GF Data Resources

State of the Pet Industry: Capital Ready to be Deployed

Senior Debt Pricing

Bank debt pricing is at a four year low; another indicator that Senior debt and overall liquidity is available for transactions.



Source: GF Data Resources

Carol Frank & SDR Ventures: Investment Bank to the Pet Industry



Carol has developed three multi-million dollar pet companies in retail, manufacturing, and distribution. She was able to sell all three companies, and possesses the rare combination of investment banking expertise and transactional experience in the pet industry.

Carol began her career as a CPA with Ernst & Young and also spent three years as an executive recruiter for Robert Half International. She has a BBA in accounting from The University of Texas at Austin and an MBA from Southern Methodist University. Carol is also a former board member of PIDA, PIJAC and The Pet Care Trust.