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FOR IMMEDIATE RELEASE

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FEDA Announces REDI Loan for Pet Botanica

FAIRFIELD, (Iowa) – The Fairfield Economic Development Association (FEDA) and the Area 15 Regional Planning Commission announced that \$75,000 in REDI revolving loan gap financing assistance has been awarded to Pet Botanica, LLC, a Fairfield organic pet grooming materials maker. The five-year, low-interest loan will assist the company in constructing a new order processing and fulfillment center.

“We are pleased to offer our support for Pet Botanica as it moves forward with a growth plan which will benefit the people and economy of Fairfield,” said Brent Willett, Executive Director of FEDA. “With a pledge of fifteen new full-time jobs over a five-year period, Pet Botanica will contribute in a substantial way to our community as a partner in progress.”

QUOTE FROM COMPANY OFFICIAL

Pet Botanica was founded in 2005. The company produces an all-natural, non-toxic line of premium pet grooming products for consumer and professional use. Pet Botanica’s products are available in more than 70 retail venues. The new fulfillment center when completed will house all company online marketing and fulfillment activities.

FEDA, established in 1977, works closely with local community development organizations, financial institutions and businesses, as well as agencies and elected officials in local, county, state and federal government to help facilitate economic growth in Fairfield by providing assistance in locating financing for business and community development projects, grant administration and land development. The non-profit organization is governed by a seven-member Board of Directors.

The Area 15 Regional Planning Commission provides a variety of planning, technical, and administrative assistance to its member governments, including the administration of the REDI loan program. The Commission was established in _____ and serves a ten county region in southeast Iowa.