

New High End Automatic Pet Feeding Solution Promises to Keep Pets Trim, Healthy, and Relaxed.

A Seattle area company has introduced an upscale, programmable automatic pet feeder designed to appeal to the contemporary pet owner's sense of style, while satisfying their desire to feed their pets responsibly and maintain their ideal weight.

Seattle, WA July 24th, 2007 -- Pillar Pet Products has just introduced an upscale, automatic pet feeding appliance that promises to maximize the value of premium or prescription dry pet food by dispensing it in precise, preprogrammed portions throughout the day. Constructed largely of stainless steel and standing two feet in height, the unit holds ten pounds of food and incorporates a patented jam-free dispensing system. Numerous other features are engineered to ensure reliability and ease of use.

Company CEO, Scott McLlarky explained, "Pet owners have demonstrated that they value quality pet nutrition. But a premium food, alone, will not prevent a pet from suffering health problems and obesity. Without strict portion control, much of the value of that expensive premium food is wasted. We experienced this in our own family. The product was an invention born of our own necessity to keep our pets healthy. Our customers have found that the Perfect Petfeeder gives them a reliable, convenient way to implement a consistent diet regardless of long work hours or busy schedules. They enjoy the freedom and comfort in knowing that their pets will be fed the right amount, right on time whether they're home or away. And they especially appreciate coming home to a relaxed atmosphere. No one likes being greeted by stressed, hungry pets."

The company reports the decision was made early on to develop a visually appealing, high end appliance that wouldn't have to be relegated to a dark corner or laundry room. Mr. McLlarky added, "We took cues from modern trends in appliance and interior design. The kitchen is the most popular room in the house and our pets are part of our family. We've created a product that will complement any well appointed kitchen, or any room the customer chooses."

The product is manufactured at the company's Washington facility and is available to customers in the U.S. and Canada at <http://www.perfectpetfeeder.com> or by calling 1-800-488-9192. The company is offering the product at an introductory price of \$499. with free shipping.

The appliance incorporates the following features:

- Works with any shape or size dry pet food and is designed to feed cats or small to medium size dogs.
- Feeds one or two pets, and both single and double bowl components are included.
- No measuring required – the unit can be programmed to dispense up to six meals a day and each can be a unique amount from as little as a few pieces up to several cups.
- 3 year replacement warranty and 35 day satisfaction guarantee.
- Power outage protection – battery backup system remains fully charged and will continue to operate for days in the event of a power outage.
- Low food alert - integrated sensor alerts the pet owner when the unit needs to be refilled.
- Stainless steel components are hypoallergenic and dishwasher safe.
- Paw proof design ensures that pets can not reach or dislodge food.

Media materials and pictures are available at http://www.perfectpetfeeder.com/pages/news_press/press_photos. For additional information, please contact Scott McLlarky at scott@pillarpet.com, or call 425-996-0298.

About the company: Pillar Pet Products, Inc. was founded in 2003. Based in Washington, they are focused on the design, manufacture, and marketing of quality, innovative products for the contemporary pet owner and their pets.