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**ATLANTA PET FAIR 2015 EXCEEDS EXPECTATIONS
WITH TREMENDOUS TURNOUT**

MONROVIA, CA (March 17, 2015) – The Southeast’s Largest Competition and Trade Show for the Professional Pet Stylist, Atlanta Pet Fair, hosted record-breaking 2,124 pet services industry professionals as they took over the Hilton Atlanta Airport in Atlanta, Georgia this March 5-8.

Atlanta Pet Fair, produced by World Pet Association for the first time, surpassed expectations. This year’s show saw an astounding 17% increase in attendance compared to Atlanta Pet Fair 2014, garnering a total of 2,124 registered attendees, 105 booth spaces and 99 exhibiting companies.

The grooming competitions held at Atlanta Pet Fair were also record-breaking. The standard poodle competition was the largest large poodle contest in the US; 51 large poodles were entered and another 47 small poodles competed for a total of 98 groomed competitive poodles. Atlanta Pet Fair hosts the biggest, most popular competitive events for professional groomers. Competitions include GroomTeam Sanctioned Classes, Runway Abstract Design, Creative Style, 1st Timers Competition and the Rescue Rodeo. To see the inclusive list with all of the grooming competition winners, visit the Atlanta Pet Fair Mobile App.

Atlanta Pet Fair boasts one of the best education programs in the industry with sessions led by award-winning groomers and top animal and business experts with decades of experience. Atlanta Pet Fair offers sessions highlighting the latest trends, techniques and strategies designed to help groomers grow their business. Seminar highlights include; Scissor Over Comb Technique, Asian Style Grooming, Grooming a Poodle Using All Clippers and From Hand to Heart to Cash Register. The 2015 show hosted over 90 education sessions and 41 speakers.

Atlanta Pet Fair created a new competition, the Schinberg Celebration of Life and Schinberg Strut Contest and Award, in memory of the beloved Jerry Schinberg who passed away in December 2014. His wife, Sally Schinberg, and previous Atlanta Pet Fair Producer, Ann Stafford, were present for voting and anointing of the winner.

“It was thrilling to see the excitement and interest exuded by our attendees and the competitive spirit of the groomers in the contest ring,” exclaims Doug Poindexter, President of WPA. “Next year we plan to improve the experience by increasing square footage for more booth space and adding value through educational programming. Atlanta Pet Fair was a fantastic show, and we are very proud to be the industry event for groomers and pet stylists in the Southeast.”

Embracing the momentum from this past show, WPA is prepared to expand the 2016 show and plans to add 80 more booths to include more exhibitors on the trade show floor, wider aisles to help access to the exhibitors and larger classrooms to accommodate more participants. The 2016 show will take place at Georgia International Convention Center March 10-13, 2016. For more information about Atlanta Pet Fair, visit their website at www.atlantapetfair.org.

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ABOUT THE WORLD PET ASSOCIATION

The World Pet Association (WPA) is the oldest industry organization promoting responsible growth and development of the companion pet and related products and services. WPA works to inform and educate the general public in order to ensure safe and healthy lifestyles for our animal friends. WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, Atlanta Pet Fair, and Aquatic Experience, held in Chicago, Illinois. The organization also produces SuperZoo, an annual pet industry trade show that showcases a comprehensive collection of exhibits and offers a variety of informative educational seminars. Atlanta Pet Fair will be held March 10-13, 2016 at the Georgia International Convention Center in Atlanta, Georgia.

