

## NEWS RELEASE.....

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**FOR IMMEDIATE RELEASE**

### **GregRobert Enterprises, LLC Announces the launch of Rachel's Robin – for wild bird supplies**

**Farmington Hills**, Mich., December 31<sup>th</sup>, 2004 – GregRobert Enterprises, LLC, the owners of GregRobert Pet Supplies: ([www.pet-dog-cat-supply-store.com](http://www.pet-dog-cat-supply-store.com)) and BackyardStyle- Outdoor Décor and more: ([www.backyardstyle.com](http://www.backyardstyle.com)) announced expansion of their online retail sector today with the launch of Rachel's Robin ([www.rachelsrobin.com](http://www.rachelsrobin.com)) Rachel's Robin ([www.rachelsrobin.com](http://www.rachelsrobin.com)) is an internet site dedicated to the wild bird supplies vertical. With over 8000 products, GregRobert offers quality supplies at discounted prices. Historically they serviced customers looking for dog and cat supplies, the new wild bird supplies product line is expected to gross 0.25 million during the first year of operation.

#### **About the GregRobert Enterprises, LLC**

GregRobert Discount Pet Supplies offers discounted pet products for cat, bird, fish and dog owners. Their Internet site, <http://www.pet-dog-cat-supply-store.com> is a web portal for pet lovers. Ray Joyce, owner of GregRobert, indicated, "The wild bird supply line is a natural expansion for us. Our buyers have spent the last

six months securing quantity discounts so that our reputation as a low-price, high-quality retailer would carry into the wild bird supplies market”.

Online sales have expanded and are continuing to climb. GregRobert Enterprises, LLC. experienced an increase in sales due to the 2004 holiday season early in October this year. Rachelsrobin.com is expected to pick up sales as early as February due to the seasonal nature of it's merchandise.

Visit Rachel's Robin at [www.rachelsrobin.com](http://www.rachelsrobin.com)