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Joell Sullivan Launches Pet Product Marketing Company

AUSTIN, Texas, Sept. 6, 2006 — Joell Sullivan is turning her pet project into a robust business with the launch of JSPPM. JSPPM (Joell Sullivan Pet Product Marketing) aims to help the finest names in the hospitality industry pamper their four-legged guests as much as their owners.

JSPPM is partnering with leading pet product manufacturers to serve as a turnkey source for hotels, resorts, cruise lines, spas and more to create and market customized amenities. Items include dog spa products, beds, carriers and food bowls.

“We’re crossing the \$38.4 billion pet industry with the \$1.3 trillion travel and tourism industry and becoming the first amenity provider that focuses solely on pets. That’s sure to get some tails wagging,” says Joell Sullivan, founder of JSPPM.

Joell started JSPPM after working for pet treat manufacturer and finding that hoteliers were usually treating their four-legged guests in an impromptu manner. She saw a need for branded, creative products.

The company will fully launch at the International Hotel/Motel & Restaurant Show, Nov. 11-14 at the Jacob K. Javits Convention Center in New York City. The tradeshow is the world's largest showcase and exchange of industry products, trends, and developments, attracts every segment and facet of the industry

About JSPPM

JSPPM is the leading pet product amenities specialist in the hospitality industry. JSPPM partners with leading pet product manufacturers and designers to create and complement customized and non-customized pet-friendly programs. For more information, go to www.jsppm.com

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