



## Petco Opens Reddy® SoHo, its First Owned Brand Flagship for Pets in New York City

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**Now open in the heart of SoHo, the Reddy boutique offers exclusive experiences for dogs and their parents, plus a vast collection of Petco's stylish, sustainable owned brand**

SAN DIEGO, Oct. 28, 2021 /PRNewswire/ -- Petco Health and Wellness Company, Inc. (Nasdaq: WOOF) today announced the opening of Reddy SoHo, the first concept flagship for [Reddy](#), Petco's premium lifestyle owned brand for dogs. Located at 125 Prince Street in New York City, Reddy SoHo serves as an urban basecamp for pets and pet parents looking for adventure, offering an elevated shopping experience featuring curated Reddy merchandise and new, exclusive, pet-centric experiences.



First launched in 2018, Reddy quickly became one of Petco's most popular brands, inspired by millennial urban pet parents looking for high-quality, innovative, functional and sustainably-made products for their pets. The brand offers a broad assortment, including apparel, collars, leashes, harnesses, beds, bowls, feeders and travel accessories for everyday adventures.

"Reddy's growth and popularity among active and trend-forward pet parents has been steady since launch," said [Nick Konat](#), Petco's Chief Merchandising Officer. "And it's only accelerated over the last 18+ months as millions of pet parents are exploring outdoor activities and taking their pets with them wherever they go. This first-of-its-kind boutique will continue fueling that exploration by giving New York City pet parents a hub to bond, recharge and find the latest must-have gear to style their best lives together."

The launch of Reddy SoHo marks the first time the company has opened a retail location dedicated to a single, exclusive brand. The space is designed as an edgy, urban boutique inspired by industrial design and complemented by Reddy's bold color palette, patterns and textures. In addition to a robust selection of Reddy merchandise across apparel, accessories and supplies, the store provides local and visiting dogs and their parents an exclusive interactive experience, including:

- A lounge area with free Wi-Fi and, in the coming months, an adventure concierge to plan activities with your pet, along with a calendar of recommended monthly activities in and around the city;
- A fitting station for finding the perfect look and fit for your furry friend, as well as custom services like personalized pet tags and on-site product monogramming, plus phone charging stations at the customization table;
- Exclusive, complimentary amenities for pets, including sanitary water stations, a "treatery" and whipped cream cups for pups;
- A JustFoodForDogs fresh nutrition station offering a range of high-quality dog foods and treats formulated to meet specific,

critical nutritional needs, as well as a variety of supplements to help boost pets' health; and

- Gram-ready walls, a "Bark Board" for community updates and a pet polaroid wall showcasing furry shop-goers in their element.

Reddy SoHo is currently open seven days a week from 9 a.m. to 9 p.m. EST. In the coming months, Reddy SoHo will release new products exclusive to the store. Customers can also apply their [Petco Pals Rewards](#) and Petco gift cards to in-store purchases and make appointments at local Petco pet care centers for grooming, training and veterinary services. Reddy products are available at Petco pet care centers nationwide and [petco.com](#).

Reddy products are designed with clever, functional solutions and innovative fabrications paired with intuitive details. The brand regularly unveils new innovations, like the launch of PrimaLoft jackets and vests, featuring a first-of-its-kind technology for pets that offers a water-resistant, reflective fabric and premium, lightweight insulation to help keep them dry and warm during the colder months. In addition to cutting-edge technologies, Reddy products are made of durable, sustainable materials, with 90% of the portfolio created with recycled content such as plastic bottles.

For more information on Reddy, visit [petco.com/reddybrand](#). Reddy® is a registered trademark of Petco Animal Supplies Stores, Inc.

#### **About Petco, The Health + Wellness Co.**

Petco is a category-defining health and wellness company focused on improving the lives of pets, pet parents and our own Petco partners. Since our founding in 1965, we've been striving to set new standards in pet care, delivering comprehensive wellness solutions through our products and services, and creating communities that deepen the pet-pet parent bond. We operate more than 1,500 Petco locations across the U.S., Mexico and Puerto Rico, including a growing network of more than 150 in-store veterinary hospitals, and offer a complete online resource for pet health and wellness at [petco.com](#) and on the [Petco app](#). In tandem with [Petco Love](#) (formerly the Petco Foundation), an independent nonprofit organization, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, we've helped find homes for more than 6.5 million animals.

#### **Cautionary Note Regarding Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, concerning expectations, beliefs, plans, objectives, goals, strategies, future events or performance and underlying assumptions and other statements that are other than statements of historical fact. Although Petco believes that the expectations and assumptions reflected in these statements are reasonable, there can be no assurance that these expectations will prove to be correct. Forward-looking statements are subject to many risks and uncertainties, including the risk factors that Petco identifies in its Securities and Exchange Commission filings, and actual results may differ materially from the results discussed in such forward-looking statements. Petco undertakes no duty to update publicly any forward-looking statement that it may make, whether as a result of new information, future events or otherwise, except as may be required by applicable law, regulation or other competent legal authority.

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Welcome to Reddy. A place to prepare before your next big adventure together with gear that's stylish for the city, rugged for the trails and sustainable for the planet. Whether you're heading downtown, upstate or across town, this is the place to get Reddy. Let's Go.



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