

# PUPBOX



Helping pet parents improve the lives of pets is at the very core of Petco's mission. Combining Petco's breadth of product and service offerings with PupBox's highly customizable subscription box takes the guess work away from pet parents by providing everything they need to raise a healthy, happy puppy.

Navigating through everything new puppies need can be challenging. Each PupBox is handcrafted based on the pup's age and physical characteristics, and conveniently delivered to customers' front doors each month. The box changes based on the pup's growth and development, introducing him or her to new products, training and fun themes along the way. Each box includes:

## TRAINING GUIDES

PupBox lets pet parents know what's going on with their puppy and what they can do to keep up.

## TOYS

Teething toys, plush toys, rope toys, interactive toys and tough toys are rotated based on the puppy's development.

## ACCESSORIES

From grooming goodies to training essentials, PupBox offers the accessories pet parents need when they need them.

## TREATS AND CHEWS

Meaty training treats and all-natural chews are sourced in the U.S.

## PUPBOX'S HISTORY

PupBox was co-founded by Ben and Ariel Zvaifler in 2014 after they adopted a goldendoodle puppy, Maggie. As first-time puppy parents, Ben and Ariel struggled to find products and training information suited for Maggie's constantly changing needs. They started PupBox to help puppy parents, like themselves, navigate the many joys and challenges of puppyhood.

After success as an early stage start-up, the San Diego-based company appeared on ABC's Shark Tank in November 2016, where they secured funding from investor Robert Herjavec. In November 2017, Petco announced they had acquired PupBox, and the brand continues to scale as part of the Petco ecosystem.

For more information on PupBox, visit [petco.com/pupbox](https://petco.com/pupbox) and connect with PupBox on social media:



## MEDIA CONTACTS

Yvonne Tarrab, (858) 453-7845 x223256 or [yvonne.tarrab@petco.com](mailto:yvonne.tarrab@petco.com)  
Ventura Olvera, (858) 453-7845 x222820 or [ventura.olvera@petco.com](mailto:ventura.olvera@petco.com)