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FOR IMMEDIATE RELEASE

Adogo Pet Hotel open for business

MINNEAPOLIS (February 3, 2011) – John Sturgess has worked in hotel operations and development for over 23 years with companies like Carlson Hotels Worldwide, AmeriSuites and Doubletree Hotels. He has taken all those years of experience and opened his own upscale hotel brand which caters to a very different type of customer: dogs. The new concept, **Adogo Pet Hotel**, opened this week on February 1, 2011, at 6133 Baker Rd in Minnetonka, Minnesota.

Sturgess collaborated with Shea, Inc., a Minneapolis-based design and marketing firm, on the development of the Adogo brand, which was created with the intention of taking it to a national level. As a dog owner himself, Sturgess has found many inconsistencies in his experiences with pet boarding services, and he feels there is a hole in the market for a strong nationwide pet boarding brand. He has long-range plans for nationwide expansion and a short-term goal of opening a second Twin Cities location a year from now.

Sturgess worked with CB Richard Ellis on the site selection, which is a 16,000 SF two-story converted industrial warehouse just west of I-494 and Highway 62 in Minnetonka. Shea, Inc. was responsible for the architecture and interior design of the conversion, which now consists of 93 rooms for overnight stays including 5 luxury suites complete with webcams. The facility has six indoor and outdoor play areas that have separate areas for small dogs and larger dogs. Other high-end services include shuttle service, daycare, grooming and training by renowned Twin Cities trainer, Canine Coach. Adogo even offers aromatherapy and music that has been identified as soothing to dogs.

In the spring, improvements will be made to the exterior, including additional signage and substantial landscaping by Treeline Landscaping & Nursery, Inc.

Adogo Pet Hotels
6133 Baker Road
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www.adogopethotels.com

Shea, Inc. is a marketing and design firm integrating expertise in marketing, architecture and interior design. Shea blends diverse perspectives, skills, cultures and knowledge into solid creative strategy for clients. Shea's client list includes Crave, TCF National Bank, Lunds/Byerly's, Wells Fargo and NorthMarq. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site at www.shealink.com or our blog at www.sheaanything.blogspot.com.