



## Company to Offer Cat Product Delivery

**Franchise will provide door-to-door delivery of cat food, litter and accessories.**

Posted: March 11, 2010, 3 a.m. EST

KittyLitterDelivery.com, a home-delivery franchise based in Summit, N.J., launched in January. The company plans to offer door-to-door delivery of cat food, litter and other cat accessories.

CEO Jerome Hairston, who created the company with Marc Silverstein, said the company's goal is to make life simpler for cat owners.

"We recognized the importance that pets play in our lives and how much they have become family members," Hairston said. "We also know that our population is very crunched for time, and a large segment of it is aging as well. But this doesn't mean that the busy family or the elderly shouldn't be able to enjoy having these amazing creatures as pets."

Franchise business development director Len Rosen said customers will submit orders through the company's website. Orders will then be forwarded to the franchisee in the appropriate territory for fulfillment.

"We describe it as a man in a van business or a woman in a van business," Rosen said.

Initially, KittyLitterDelivery.com is focusing on developing a franchise base in Connecticut, Massachusetts, New Jersey, New York, Ohio, and Pennsylvania. Rosen expects the company to roll out a national program by the end of 2010.