



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wild Birds Unlimited Names New Vice Presidents

CARMEL, INDIANA – After a combined 30 years of experience working at the Wild Birds Unlimited Franchise Support Center, Pat Perkinson and Paul Pickett were promoted to the positions of Vice President of Retail Sales and Vice President of [Franchise Development](#), respectively.

“I am very pleased to promote two long-term and valued employees,” said president and CEO Jim Carpenter. “I am quite proud of the hard work, loyalty and accomplishments of both Pat and Paul.”

Perkinson joined Wild Birds Unlimited in 1995 as the Director of Retail Operation after more than 20 years of retail experience in sales and management.

Pickett was hired as the Assistant Franchise Administrator in 1989, the first full-time franchise employee.

Wild Birds Unlimited is the original and largest franchise system of backyard birdfeeding and nature specialty stores with more than 300 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with their birdfeeding and nature products, their expert advice and educational events. Visit our Web site at www.wbu.com.

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