



www.petnet.io



Founded:	2013
Headquarters:	Downtown Los Angeles
Employees:	30
Founders:	Carlos Herrera, Dustin Morales, Chris Diebner
Products:	SmartFeeder \$149 SmartBowl \$79

Founded in 2013, Petnet is the leading provider of personalized pet technologies that enable pet owners to stay connected to and make the best feeding choices for their pet. Approximately 53% of pets in the U.S. are overweight or obese - meaning they're predisposed to complications like hyperthyroidism, oral disease, diabetes, pancreatitis, arthritis and cancer. Matching individual pets with proper portions and ideal food types improves pet health and eliminates these risks.

Petnet makes it easy for owners to give their pets the right food in the right amount. The free Petnet iOS/Android app calculates the daily calorie intake for pets based on details like age, weight, activity level, breed and food type. In conjunction with the app, the SmartFeeder and SmartBowl enable owners to customize their pet's feedings, discover insights about their pet's eating habits and make intelligent decisions about their pet's health.

The SmartFeeder and SmartBowl are available at Petco stores and petco.com.

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FRESH ON THE PLATE: ANOUSH CATERING AND MIDDLE RANCH SAY “I DO” TO NEW PARTNERSHIP

GLENDALE, CA- Anoush Catering recently announced their new partnership with Middle Ranch, a prestigious horse ranch and indoor/ outdoor wedding destination in Lake View Terrace, CA, as the venue's exclusive catering establishment.

Founded in 1986 by owner Vrej Sarkissian, Anoush is a full service catering company headquartered in Glendale, CA, known for their high standards in food quality, preparation and presentation. Anoush serves Mediterranean cuisine to a variety of clientele, ranging from weddings and corporate functions to quinceañeras and local events in Los Angeles, such as CicLAVia.

Anoush offers fully customizable dining packages for their clients. Presentation options are available for (but not limited to) hors d'oeuvre trays, family style, buffet, stations, fusion dinner service, and bridal home catering. In addition to catering destination events, Anoush provides a personalized culinary experience at Brandview Ballroom, Glenoaks Ballroom, Le Foyer Ballroom, Galleria Ballroom, and associated lounges. And now Anoush, who celebrated their 27 year anniversary in 2013, is adding Middle Ranch to their venue roster.

Sarkissian says that the partnership is an exciting venture for Anoush and feels like a natural fit since the companies share similar values. “Middle Ranch places a strong emphasis on quality and attention to detail. At Anoush, we strive to deliver an unforgettable experience to our guests through exceptional service and world-class cuisine. And Middle Ranch allows us to do that in an elegant and serene setting.”

A family-owned estate, Middle Ranch spans 650 acres, nestled in between the Los Angeles National Forest and San Gabriel mountains. The property is most notably known for its premier equestrian facility and includes an architecturally award-winning Lodge. Outdoor wedding ceremonies are conducted on the expansive front lawn, and receptions can be held either inside the lodge or on the outside patio.

Based in Glendale, [Anoush Catering](#) offers full service event planning with a wide variety of cuisine, and specializes in Mediterranean, Persian, Armenian, and Lebanese fare. Anoush services all types of events, from large scale galas to intimate private parties.

Based in Lake View Terrace, [Middle Ranch](#) is an elite family-owned equestrian center and indoor/ outdoor wedding destination.

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GOING "ROGUE"

STARMEN DESIGN GROUP CREATES SECRETIVE WEBSITE FOR DIRECTV ORIGINAL SERIES

HOLLYWOOD, CA – It's dark. It's filled with secrets. And you can access it anywhere from your mobile device - if you have the right credentials.

It's Roguemedia.tv, an interactive Digital Press Kit for DirecTV's first original series, "Rogue." Designed by digital-media agency STARMEN Design Group in collaboration with Sunshine Sachs, the PR Agency representing DirecTV, Roguemedia.tv provides a behind-the-scenes look at the drama series about a female undercover detective who joins the mob. The DPK microsite offers exclusive photo galleries, cast and crew bios, full episodes, and promotional materials.

To reflect the shadowy tone of "Rogue," STARMEN's Creative Director Anthony Wiktor took a "skeuomorphic" aesthetic approach to the design, using wood, Polaroids, paperclips and manila folders to create a gritty, authentic feel, saying, "We wanted to go all the way with the details. Our goal for the site was to give the press a glimpse into the world of Rogue."

DirecTV wanted the website viewable from mobile devices, so STARMEN implemented an adaptive design, along with a custom content management system to go beyond traditional "brochure-ware" and deliver a more interactive experience. STARMEN completed the project in less than three weeks.

"Rogue" premieres April 3rd at 9pm on DirecTV.

Based in Hollywood, [STARMEN Design Group](#) creates brand identities, marketing strategies, websites and other digital media for a diverse array of clients, ranging from fashion to entertainment, food/beverage to non-profit. STARMEN has won dozens of titles in the W3 Awards, Davey Awards, Summit Awards, Telly Awards and Communicator Awards.

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