



# SOMETHING FISHY INC.

## 10% Off Your Next Purchase

Expires: 2/29/2012

Only while supplies last, no rain checks. In-store use only. Must be enrolled in our Something Fishy Loyalty Program to receive special offers and discounts. Discounts are taken off the lower priced item(s). Promotions and special offers can not be combined unless stated otherwise.

[Detach Coupon Here](#)

Contact:

Something Fishy, Inc.  
1185 Jefferson Blvd.  
Warwick, RI 02886  
Phone: 401-732-9970  
[support@somethingfishyinc.com](mailto:support@somethingfishyinc.com)  
[www.somethingfishyinc.com](http://www.somethingfishyinc.com)

January 13<sup>th</sup> 2012

### **FOR IMMEDIATE RELEASE**

#### **Something Fishy, Inc. Closes Its Beta Test Store in East Providence**

Warwick, RI – Something Fishy, Inc. announces the closing of its East Providence location within the Rumford Pet Center effective Monday January 16<sup>th</sup>. This store was a beta test site to research if the “store within a store” concept would drive similar results and profits as its original stand-alone niche store in Warwick, RI. While the Rumford Pet Center is Best of Breed in its category and provides a high-level shopping experience, it was difficult to separate the brand and high-end services of Something Fishy from that of a retail pet store. After 2 years it is evident that this concept store is not the right fit for the company’s long-term goal of opening 30 gallery styled retail establishments that have a “Starbucks” or “Apple” like retail vibe. The strategy of the company’s future stores will appeal to all the senses of their clients, both hobbyist and the discerning client looking for an Aquatic Art piece that is fully managed by Something Fishy.

All of our Loyalty Customers in East Providence will now be served at our Warwick Location. All specials, coupons and gift cards will be honored at the Warwick Location. The Warwick location is open M-S from 10-8 and Sunday from 12-5, 1185 Jefferson Blvd.

Something Fishy, Inc offers consultation, designs, installation and managed services for decorative aquariums and outdoor water gardens. Clients that have recently retained Something Fishy for their prestigious work include Pfizer Pharmaceutical, Westerly Hospital, Women & Infants Hospital, Yale Hospital, Smilow Cancer Hospital, Foxwood’s Resort & Casino, Chelo’s, Mystic Pizza Restaurants & Mystic Aquarium.