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PETZ ENTERPRISES, INC. (PEI) ANNOUNCES THE LAUNCH OF TEXT MESSAGING SERVICES FOR CROSSLINK PROFESSIONAL TAX SOFTWARE

Tracy, Calif. (August 19, 2008) – Petz Enterprises, Inc. (PEI), a leading provider of tax software and financial services designed for high-volume retail tax professionals announced the launch of TextLink™, a text messaging service that will be integrated with their flagship product, CrossLink 1040 Professional Tax Software.

“PEI continues to be at the forefront of innovation for the high-volume retail tax businesses. With TextLink, our professional tax preparation customers can now utilize text messaging in CrossLink 1040 to communicate directly with their customers,” stated Charles Petz, CPA, Vice President Tax Software Development.

TextLink for CrossLink 1040 utilizes Short Messaging Service; also know as SMS, or more commonly, as text messaging. Text messaging is one of the most widely used data applications on the planet. With TextLink, CrossLink customers will now be able to market to and communicate with their taxpayer customers more efficiently than ever before.

“The CrossLink team continues to enable my business to service my customers more efficiently than any other solution in the marketplace,” stated Rathen Mason owner of Mason Mason & Associates, LLC. Mason continued, “The integration of TextLink will save my company valuable time during the busy tax season by providing a solution that allows me to communicate with many customers through a single message.”

TextLink will be included with CrossLink 1040 for the upcoming tax season.

CrossLink is available directly from PEI at www.CrossLinkTax.com.

About Petz Enterprises, Inc.

Petz Enterprises, Inc. is a leading provider of tax preparation and filing solutions for the professional and consumer markets, helping to automate and simplify federal, state and local tax compliance. Founded in 1974 and based in Tracy, California, PEI is dedicated to serving the needs of the professional tax community and U.S. taxpayers worldwide. For more information, visit www.petzent.com.