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**AN ANIMAL SHELTER IN *YOUR* TOWN COULD WIN
A MAKEOVER OF UP TO ONE MILLION DOLLARS!!**

**Communities Can Win for Their Shelter by Being Active on
Zootoo.com, the New Website that Connects Pet Lovers
*Deadline March 31, 2008***

SECAUCUS, NJ (December 2007) – Zootoo.com, a new opinion-sharing website for pet lovers, will celebrate its recent launch by awarding one animal shelter a renovation valued at up to one million dollars*. 19 other shelters will receive cash prizes to be used for shelter improvements. **For a list and photos of participating shelters in YOUR area, visit <http://www.zootoo.com/petservices/>**

Pet lovers across America are logging onto **Zootoo.com** to help animals in their community. Animal Shelters can win the makeover by encouraging their communities to be active on **Zootoo.com**, the new website where pet lovers help each other and their pets by sharing information on pet services and products and voicing their opinions on pet issues. The more active a pet lover is on **Zootoo.com**, the more points they earn. Every point can go toward the user's designated shelter. On March 31, 2008 the 20 shelters with the most points will all win – and one will win a makeover worth up to one million dollars*.

Many of the nearly one thousand participating shelters have received strong community support. By providing coverage of shelters in your area, you can make a real difference for the shelter (s) and animals by telling your readers about this exciting **Zootoo.com** shelter makeover contest. Together, we can help generate awareness for the shelters and their animals, raise community support and help to increase adoptions. There's still plenty of time for any shelter in the country to win.

"Most of the points won so far have come from the promotional efforts of the shelters themselves," said Marcello De Luca, CEO of **Zootoo.com**. "Imagine what could happen if the mayor, the local media, and community activists all got behind this opportunity to help their local animal shelter? Anyone could win...up to the last day of the contest."

How Winners will be Determined

The 20 shelters that accumulate the most points on **Zootoo.com** between now and March 31, 2008 will be eligible to win the grand prize makeover, or runners-up cash prizes. An Advisory Board, consisting of **Zootoo.com** founder Richard Thompson, Bill Meade, Founder of Shelter Planners of America, Wayne Pacelle, President of the Humane Society of the United States, and other experts in the pet industry, will personally conduct site visits of all 20 shelters to evaluate their needs and determine how **Zootoo.com** can best facilitate enhancements. The shelter deemed most deserving will win a makeover valued at up to one million dollars*. A second shelter will win a \$10,000 cash prize, and the 18 other top shelters will each receive \$5,000. Additional details and a complete list of rules for the shelter makeover program are available at <http://www.zootoo.com/makeover>.

About Zootoo.com™

Zootoo.com is the first opinion-sharing website "bringing pet lovers together™," and giving every pet lover a voice. The primary goal of **Zootoo.com** is to allow people to make informed decisions for their pets using information provided by real pet lovers like themselves. As a "user-generated platform," every pet lover gets a chance to participate in providing valuable information based on personal experience, thus making it an unbiased and reliable source of information and interaction for the pet community.

"During my years in the pet food industry, I've seen the dedication and commitment of the people who keep our shelters operating and who save the lives of thousands of animals every day," said Richard Thompson, Founder of **Zootoo.com**. "Yet despite all their hard work, many shelters lack the financial resources and manpower to provide a proper place for animals to live while pursuing the ultimate goal -- finding a permanent, loving home for every pet. That's why I started **Zootoo.com**, to take us one step closer to achieving that goal."

* Actual makeover value depends on the condition of the shelter and judgment of the **Zootoo.com** Advisory Board.

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