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zootoo.com Rounds up Flock of New Sponsors

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-By Mike Shields

Startup pet-lover haven zootoo.com, which began selling its first advertising this past September, has announced a slew of new sponsorship deals.

Launched back in October of 2007 by former Meow Mix CEO Richard Thompson, zootoo.com has recently inked pacts with endemic brands such as Petco, Hills Science and Pedigree as well as Prestige Brands' Chloraseptic Allergen Block and Little Allergies Allergen Block. The site, designed to serve as a community site for pet owners of all stripes—from dogs and cats to Abyssinian Guinea Pig Lovers—claims to have registered 250,000 users and 420,000 individual pets.

Content wise, zootoo.com features a mix of professionally produced fare and user-generated reviews on topics such as pet products and services as well as general advice on pet care. In addition, the site's staff publishes Pet Pulse, a pet-focused news feed which is syndicated to nearly 150 TV and newspaper sites across the country.

Other zootoo sponsors include Humane Society of the United States, Natural Balance and Kmart.

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