



Bringing Pet Lovers Together™

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ZOOTOO.COM ANNOUNCES IT'S SECOND ANNUAL SHELTER MAKEOVER CONTEST

*Leading Website for Pet Lover's to Award Shelter Makeover Valued at Up to \$1 Million**

SECAUCUS, NJ (September 18, 2008) -- Zootoo.com -- the leading networking site and resource for all pet lovers -- will launch the Second Annual Zootoo.com Shelter Makeover Contest on September 18, 2008. The grand prize in this contest, which will end on May 1, 2009, is a shelter makeover valued at up to \$1 million*. 19 runners-up will share awards totaling \$195,000.

Over 1,000 animal shelters across America participated in the First Annual Zootoo.com Shelter Makeover, which was won by Stray Rescue of St. Louis located in St. Louis, MO. That makeover is now underway, and progress can be viewed at www.zootoo.com/makeover.

To become one of the twenty Semifinalists in the competition, shelters must ask their supporters to register and earn points by being active on Zootoo.com, contributing reviews of pet products and services, sharing opinions and advice, bringing other pet lovers into the community and more. The twenty shelters that have accumulated the most points by March 13, 2009 will be named Semifinalists.

Zootoo.com and its advisors will then visit all twenty Semifinalist Shelters during the Tour Period and narrow them down to ten Finalists based on criteria established by Zootoo.com and its advisors. Once the ten Finalists have been chosen, pet lovers across America will be able to review the qualifications of the Finalists on Zootoo.com and determine the winner by voting for the shelter they think most deserves the makeover.

“Allowing America to vote for the winner of the Shelter Makeover will make this year’s contest really exciting and totally democratic,” said Zootoo.com founder Richard Thompson. “It’ll also be a fun challenge for each of the Finalists to present their case to fellow pet lovers.” Thompson added, “We learned last year that while twenty shelters got cash awards, *every* shelter that participated was a winner. According to a survey of the shelters that participated in the first Shelter Makeover Contest, donations increased by 21%, volunteers increased by 28% and adoptions were up 30%, all because of the attention they got from the contest. It’s exactly what we hoped would happen – bringing shelters and communities together.”

“The Zootoo.com Shelter Makeover Contest has been a dream come true for us,” said Randy Grim, founder of Stray Rescue of St. Louis and Winner of the first Shelter Makeover Contest. “With Zootoo.com’s help, we are building a facility that will not only be a Godsend for the needy animals of St. Louis, but we hope will serve as a model for what’s possible in other communities.”

For more information on this contest and other Zootoo.com contests and programs, log onto www.zootoo.com.

*Actual makeover value depends on the condition of the shelter and judgment of Zootoo, LLC and is valued at up to \$1 million in cash, services or in-kind value from promotional partners.

About Zootoo.com™

Zootoo.com, which launched in October 2007, is the leading social “pet-working” and news site for pet lovers. Zootoo.com is the largest pet community site for lovers of all types of pets, and it continues to add to its list of community-building features. With over half a million consumer-generated reviews of pet products and local pet services, Zootoo.com is the place for pet lovers to go to make sure they’re making the right decisions for their pets.

Other core Zootoo.com features are Journals, Pet News, Pet Answers, Pet Events, Pet Groups, Pet Videos, Pet Classifieds and the wildly popular Pet Wars competition. Many Zootoo.com features are used by animal shelters across the country, which also compete in the Zootoo.com Shelter Makeover Contest.