



Bringing Pet Lovers Together™

Contact: Helen Magg/ Lee Makofsky
Bender Hammerling Group
973.744.0707
Helen.magg@bhqpr.com/Lee.mako@bhqpr.com

ZOOTOO.COM LAUNCHES “ANGELS” PROGRAM

Recognizing the Charitable Efforts of Pet Professionals

SECAUCUS, NJ (July 2008) – Zootoo.com – the leading social “pet-working” and news site for pet lovers – today announced its “Zootoo.com Angels™” program to give recognition to pet professionals, such as vets, groomers and pet store owners, who give back to their community by helping needy animals and shelters.

Under the new Zootoo.com program, shelter managers will award “Angel” status to pet professionals who donate time and resources to help their shelter; Zootoo.com users will be able to identify which service providers are “Angels” by the distinctive Angel wings icon that will appear next to their listing in the Zootoo.com pet service directory. Or they can then view a list of all “Angels” by clicking the Angel wings icon on the Zootoo.com home page.

The purpose of this program is to encourage pet professionals to help their local shelters by donating services or assisting with adoptions, and to let the Zootoo.com community know who the “Angels” are.

“We are thrilled to launch the Zootoo.com “Angels” program,” said Richard Thompson, founder of Zootoo.com. “This is a program where everyone wins. The shelters and their animals get badly needed help; shelter owners have the opportunity to publicly thank the pet professionals who generously donate their time and talents; the community has the opportunity to know who the “Angels” are when deciding who to patronize.”

###

*Screen shots available upon request

For more information on Zootoo.com and its programs and upcoming features, please contact Helen Magg at 973.744.0707 or Helen.magg@bhqpr.com

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 fastest growing pet website, as well as 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 and the wildly popular Pet Wars competition. Many Zootoo.com features are used by animal shelters across the country, which also compete in the annual Zootoo.com Million Dollar Shelter Makeover Contest.