



Bringing Pet Lovers Together™

FOR IMMEDIATE RELEASE

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Actress Rebecca Budig Helps Launch Zootoo.com's "Adoption is the Option" Campaign

Secaucus, NJ, (September 18, 2008) -- Soap star and animal lover, Rebecca Budig (All My Children's Greenlee Smythe), is reaching out to help find forever homes for homeless pets across America. In a new campaign launched this week by Zootoo.com, the actress will be speaking out on behalf of the millions of pets nationwide that are in need of homes. Zootoo.com's "Adoption is the Option" campaign will direct pet lovers to Zootoo.com to help them find their perfect match.

Pet lovers looking to adopt a pet can visit Zootoo.com and view listings of pets across the United States that are in need of homes. Adoptable pets are featured in videos and photos on Zootoo.com. Information about each pet, such as special needs and training, will also be available, so pet lovers can learn more about each pet and make sure they adopt the right one for their family's needs. Adopters will also find all the information they need to ensure their new pet gets off to a good start and lives a long and happy life.

"I am passionate about animals, so I am thrilled to be involved with Zootoo.com's adoption campaign," said Budig. "There are so many wonderful and adorable animals that need homes, and I hope to encourage people to choose adoption. I hope this program raises awareness about all of the animals that are in shelters and helps find them loving homes."

The Humane Society of the United States estimates that up to 8 million cats and dogs enter shelters each year, and only 3-4 million are adopted. Zootoo.com's "Adoption is the Option" program hopes to increase adoption rates across America by providing the tools to help pet owners to find their perfect match and the resources to make pet ownership easy and fun.

"We feel very privileged to have Rebecca on board to help us get the message out about adoption," said Richard Thompson, founder of Zootoo.com. "Rebecca's participation in this project will significantly raise awareness about the issue of homeless pet overpopulation."

Budig, a huge animal lover, has played the part of the spoiled, rich girl turned makeup company executive, Greenlee Smythe, on "All My Children" for nearly ten years.

For more information about "Adoption is the Option," please visit: <http://www.zootoo.com/adoptions>

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 online resource for people to share unbiased opinions on pet products and services to make sure they are 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 valued up to Million Dollar Shelter Makeover contest.

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