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Safe and Sweet Holiday Treats That Will Have Your Pets *Begging* For More

The Best Doggone Pet-Friendly Recipes

SECAUCUS, NJ (November 2008) – The thousands of pet lovers and pet professionals on **Zootoo.com** – the leading networking site and resource for all pet lovers – know the holidays can be a hairy time. To make the season a little sweeter, pet expert and avid Zootoo.com member Arden Moore shares a variety of veterinary approved recipes from her top selling doggie cookbook, *Real Food for Dogs*, to send pets everywhere into a tailspin.

The following recipes are fit for pets and people! For more recipes, go to www.zootoo.com:

Marvelous Mutt Meatballs

Ingredients:

1 pound ground beef (or ground sirloin)
2/3 cup grated cheddar cheese
1 carrot, finely chopped or grated
1 cup bread crumbs
2 eggs, whisked
3 tablespoons tomato paste (low sodium)

Directions:

Preheat oven to 350 degrees. Combine all ingredients in a medium-sized bowl. Scoop out by the spoonful and roll into mini-size meatballs. Place meatballs on a cookie sheet sprayed with nonfat cooking spray. Bake for 15 to 20 minutes. Cool and store in refrigerator in a container with a lid.

Peanut Butter Carrot Cake

Ingredients:

1 cup flour
1 tsp baking soda
1 cup shredded carrots
1/3 cup cottage cheese

1/3 cup honey
1 apple, cored, peeled and diced
1/4 cup peanut butter
1/4 cup vegetable oil
1 egg
1 tsp vanilla

Directions:

Mix flour and baking soda in a large mixing bowl. Add remaining ingredients except cottage cheese. Pour into greased 8-inch round cake pan and bake at 350 degrees for 30 minutes. Let cool. Puree cottage cheese in blender for icing. Decorate with dabs of peanut butter and carrots.

Arden Moore is also a passionate supporter of pet shelters nationwide. Regardless of whether a person has pets, anyone can brighten a homeless animal's day this holiday season by stopping by his or her local shelter with these recipes (and others), which can be found at www.zootoo.com. Not sure where the local shelter is? Surprisingly, 70% of Americans have no idea where their local animal shelters are. Zootoo.com makes it easy by allowing shelters to be located on the site simply by typing in a zip code.

Supporting a local shelter is easy. Those interested can create a free profile on Zootoo.com, then earn points for their shelter of choice in the **Zootoo.com Shelter Makeover Contest** by being active on the site. This is done through contributing reviews of pet products and services, sharing opinions and advice, bringing other pet lovers into the community and more. The twenty shelters whose supporters have accumulated the most points by March 13, 2009 will be named Semifinalists. The grand prize winner will receive a shelter makeover valued at up to one million dollars* and 19 runners-up will share awards totaling \$195,000.

For more recipes and information on Zootoo.com, contact Lee Makofsky or Helen Magg at 973.744.0707, lee.mako@bhgpr.com or helen.magg@bhgpr.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.

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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.