



Bringing Pet Lovers Together™

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ZOOTOO TO THE RESCUE!

ZOOTOO.COM ANNOUNCES A \$26,000 ANIMAL RESCUE GROUP SWEEPSTAKES

SECAUCUS, NJ (April 2008) – Zootoo.com – the pet lover’s website – announces its newest program, the *Zootoo to the Rescue Sweepstakes* (<http://www.zootoo.com/rescues>). First prize in the sweepstakes is \$ 10,000. The runner-up will win \$3,000 and 13 other Rescue Groups will win \$1,000 each.

“Zootoo.com recognizes that many Rescue Groups are under funded, and the *Zootoo to the Rescue Sweepstakes* is a chance for Rescue Groups to win badly-needed cash,” said Richard Thompson, Zootoo.com founder. “To participate, Rescue Groups must create a profile on Zootoo.com and tell pet lovers in their community how their rescue group helps animals. For every Rescue Group supporter who joins, uploads a profile picture and writes a review, that Rescue Group will receive one sweepstakes entry. The more entries each Rescue Group gets, the better its chances of winning. But, every Rescue Group in America will be a winner,” Thompson said, “because the sweepstakes will call attention to the wonderful work they do.”

“Rescue Groups are small, and most of them do not have an official facility,” said Dr. Jill Richardson, resident veterinarian at Zootoo.com. “Many Rescue Groups take homeless pets into their own home animals until a permanent home can be found. They provide communities an invaluable service.”

For more information on Zootoo.com and its programs and upcoming features, please contact Lee Makofsky at 973.744.0707 or Lee.mako@bhgpr.com.

“During my years in the pet food industry, I’ve seen the dedication and commitment of the people who keep animal shelters and rescue groups operating, and who save the lives of thousands of animals every day,” said Richard Thompson, founder of Zootoo.com. “Yet despite all their hard work, many shelters and groups lack the financial resources and manpower to provide a proper place for animals to live while pursuing the ultimate goal: finding a permanent,

loving home for every pet. That's why I started Zootoo.com -- to take us one step closer to achieving that goal."

About Zootoo.com™

Zootoo.com, which launched in October 2007, is a pet community website that offers a new way to help pets. Growing at 2% per day, Zootoo.com is the fastest growing pet website and the largest pet community site for lovers of all types of pets. The website offers members the ability to rate and review products and services, watch and discuss pet news, and connect with other pet lovers.

Some of the new exciting features on Zootoo.com include the ability for members to use **My Zootoo** to expand their profile and view and manage their network of contacts. The **My Thoughts** feature allows users to create **Journals**, where they can share stories and other information about themselves and their pet(s), create a **pick list**, as well as store reviews and comments. The site's new **Browse People** feature offers users various tools to find pet lovers by entering a zip code or choosing a distance, pet type and/or breed. Users with pet-related questions can now take advantage of the **Pet Answers** feature, where they can pose questions to the Zootoo.com community. Users can also share their favorite **Pet Videos** with the rest of the Zootoo.com community, or **Create an Event** and invite friends and the Zootoo.com community to join. Finally, the new **Pet Groups** feature allows users to form and/or join groups with fellow pet lovers. Zootoo.com rewards many different kinds of member activity with contributions to animal shelters and rescue groups. The more pet lovers do on the site, the more they help pets.