



Bringing Pet Lovers Together™

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PETCO FOUNDATION PARTNERS WITH ZOOTOO.COM FOR PET PHOTO CONTEST

First effort of new relationship between PETCO and Zootoo.com

SECAUCUS, N.J. (July 2008) – Zootoo.com – the leading social “pet-working” and news site for pet lovers – today announced that it is hosting the PETCO Foundation’s 2009 Calendar Pet Photo Contest.

Using Zootoo.com’s easy-to-use photo uploading and display technology, entrants can submit their pets’ photos for a chance to be featured in the 2009 PETCO Foundation calendar. Twelve finalists – one for each month of the year – will be awarded a bundle of goodies: \$100 in pet supplies, a \$50 PETCO.com gift certificate, five 2009 PETCO Foundation calendars featuring their “star,” and unlimited bragging rights for the year! Sales of the annual calendar help the PETCO Foundation support thousands of local animal welfare groups across the country.

To enter, pet lovers go to www.zootoo.com/petphotocontests and click on PETCO Foundation Pet Photo Contest. Photos can be uploaded in minutes with easy-to-follow instructions. The contest ends Friday, August 1, 2008, and winners will be announced in September.

“We are delighted that the PETCO Foundation has chosen Zootoo.com to host the 2009 PETCO Foundation Calendar contest,” said Richard Thompson, Zootoo.com founder. “Our technology is outstanding, and our community is passionate about helping pets. It’s a perfect marriage, and we look forward to helping the PETCO Foundation in other ways in the future.”

Thompson also noted that, “We are being approached by many companies, large and small, to host pet photo contests. We just launched a pet photo contest with a national radio network that’s designed to complement a national reality television show about pets. The technology of our Photo Contests feature is unmatched on the Web.”

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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 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.

About PETCO Foundation

Since its inception in 1999, the PETCO Foundation has raised more than \$44 million to help promote and improve the welfare of companion animals. In conjunction with PETCO Animal Supplies, the nation's leading pet specialty retailer, the foundation works with and supports more than 5,000 local animal welfare groups across the country to help find homes for nearly 300,000 adoptable animals every year.