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ZOOTOO.COM ANNOUNCES WINNERS IN FIRST ANNUAL PET LOVERS' CHOICE AWARDS™

*HUNDREDS OF THOUSANDS OF PET LOVERS ACROSS AMERICA VOTED
— ZOOTOO.COM REVEALS “BEST OF” PET SERVICES, PRODUCTS AND
CUTEST PETS*

SECAUCUS, NJ (December 23, 2008) – Zootoo.com — the leading online community and resource for all pet lovers — today announces the winners in the first annual *Pet Lovers' Choice Awards™*, which highlight the best of the best in the pet world. All categories were rated by hundreds of thousands of pet lovers in the **Zootoo.com** community. Pet lovers interested in learning about the country's best pet services, best products and cutest pets, should visit <http://www.zootoo.com/petloverschoiceawards>.

"We are proud to announce the first ever *Pet Lovers' Choice Awards™*, powered by **Zootoo.com**," said Marcello De Luca, CEO. "With more than half a million user reviews of pet products and pet professionals, and with 7.6 million votes for the cutest pets, **Zootoo.com** has achieved what it set out to do: create an online community that reviews and discusses what is good and what is not so good in the pet world. As we enter a new era of corporate accountability, we hope to see **Zootoo.com** as *the* resource that pet lovers use before making a purchase or selecting a pet care professional."

The *Pet Lovers' Choice Awards* highlight America's top three service professionals in each of the following categories: Animal Shelters; Day Cares; Veterinarians; Pet Clubs; Dog Parks; Breeders; Pet Friendly Hotels; Pet Sitters; Groomers; Kennels; and Dog Clubs. The **Zootoo.com** community also rated the top three pet products for dogs, cats, horses, reptiles, fish and birds in the following categories: Accessories; Apparel; Food; Books; Magazines; and Care. Pet lovers interested in learning about the best pet related services in their area can learn more by going to <http://www.zootoo.com/petservices/>.

The *Pet Lovers' Choice Awards™* also revealed America's Cutest Pets, voted on 7.6 million times through **Zootoo.com's** "Pet Wars" game.

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

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About Zootoo.com™

Zootoo.com, which launched in October 2007, is the leading online community and resource for pet lovers. 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.