



Bringing Pet Lovers Together™

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**TOP 20 FINALISTS ANNOUNCED IN THE
ZOOTOO.COM SHELTER MAKEOVER CONTEST!**

Community Enthusiasm A Key Measure In Determining The Winner

SECAUCUS, NJ (April 2008) – Zootoo.com – the pet lovers’ website – has determined the top 20 finalists in the **Zootoo.com Shelter Makeover Contest**. The Zootoo.com Advisory Board has begun visiting each of the 20 finalists, looking at the conditions of the shelter, the shelter’s policies and procedures, and the community’s commitment to the shelter. For the complete list, visit <http://www.zootoo.com/makeover/standings/>

The winner will receive a shelter makeover valued at up to One Million Dollars*. The first runner up will win a \$10,000 cash prize and the other 18 finalists will each win \$5,000.

One way communities can demonstrate their involvement is to tell the Advisory Board why their shelter should win. To do that, shelter supporters can log onto www.zootoo.com/journals, click on **Shelter Makeover**, and make a journal entry describing why they believe their shelter deserves the makeover.

All 20 finalists will be recognized at The Humane Society of the United States Animal Care EXPO in Orlando, Florida on May 15th, where the top three will be announced. The winner and runner up will then be announced nationally in print and television.

“A major goal of the Zootoo.com Shelter Makeover Program has been to generate national and local awareness and encourage community involvement in animal shelters all across America. When we started the program, some 70% of Americans did not even know where their local shelter was located. We’re very gratified by the support the Shelter Makeover Program has received on national and local TV and radio, in hundreds of local newspapers, and on untold numbers of websites,” said Richard Thompson, Zootoo.com founder. “We get thank you notes from shelters every day telling us that the program has helped to put their shelter on the map.”

The Advisory Board and judging panel is comprised of **Zootoo.com** founder Richard Thompson; Wayne Pacelle, President and CEO of The Humane Society of the United States and other members of The HSUS, Bill Meade, Founder of Shelter Planners of America and John Anton, The PEDGREE Adoption Drive Foundation Board Member and Marketing Director, PEDIGREE® Brand.

"The HSUS is happy to partner with Zootoo.com to help animal shelters in their live-saving mission," says Wayne Pacelle, President and CEO of The Humane Society of the United States. "Helping shelters has always been a vital part of our mission, and this is an exciting program to strengthen these community-based institutions."

The PEDIGREE Adoption Drive Foundation (PADF) is a proud partner of this initiative as its mission is to help dogs find loving homes. The foundation will support the shelter makeover with a grant to the winning shelter.

“As a supporter of shelter and breed rescues, this partnership was a natural fit,” said John Anton, board member of the foundation and PEDIGREE® brand marketing director. “We hope this contest will generate excitement among animal lovers everywhere.”

About Zootoo.com™

Zootoo.com, which launched in October 2007, is a pet community website that offers a new way to help pets. People share information and connect with other pet lovers and Zootoo.com reward their activity with contributions to animal shelters and rescue groups. 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 help other pet lovers make the right decisions for their pets.

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.

“During my years in the pet food industry, I’ve seen the dedication and commitment of the people who keep our shelters 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 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.”

Zootoo.com constantly updates site features and is implementing new programs for rescue groups, shelters, and other pet-related organizations, including the just launched “Zootoo to the Rescue” rescue group sweepstakes and the upcoming “Lucky Shelter” program.

About The PEDIGREE Adoption Drive Foundation

The PEDIGREE Adoption Drive Foundation is a newly-established 501(c)(3) private foundation dedicated to helping dogs in need find loving homes by supporting the good work of shelters and breed rescue organizations throughout the country. Make tax-deductible donations online or to apply for a grant, log onto www.Dogsrule.com. All donations go directly to help us help dogs.

*Actual makeover value depends on the condition of the shelter and judgment of the **Zootoo.com** Advisory Board.

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