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**FETCH! Pet Care and Veterinary Pet Insurance Align
to Help Owners Better Care for and Protect their Pets**

Industry leaders sign landmark joint marketing agreement to cross promote nationwide services to help pets live longer, healthier and happier lives and owners spend less on veterinary expenses

BERKELEY, CA, June 2, 2008 – FETCH! Pet Care (www.fetchpetcare.com), the nation's largest pet care brand offering professional pet sitting and dog walking services, today announced it has entered into a joint marketing agreement with Veterinary Pet Insurance (VPI), the nation's oldest, largest and number one veterinarian-recommended provider of pet health insurance, to help pets live longer, more balanced lives and their owners spend less money on medical expenses over the pet's lifetime. The alliance leverages the expertise and extensive national reach of both pet service organizations to cross promote their industry-leading services, and generally champion responsible pet ownership.

"We're thrilled that America's most trusted name in pet health insurance chose to partner with us for nationwide professional pet sitting and dog walking services," notes Paul Mann, founder and CEO of FETCH! Pet Care. "It's a natural fit, given how committed both companies are to educating pet owners, increasing awareness about pet health and safety issues, and advocating preventative care measures to ensure pets live long, happy lives. We wholeheartedly support VPI's comprehensive medical policies that enable owners to focus on getting their pets proper veterinary care when unexpected accidents and illnesses occur, without worrying about the cost."

Under the agreement, both companies will engage in a variety of joint promotion and business development activities, including actively marketing the other's services to their respective customer bases as a value add. Clients of FETCH! Pet Care wishing to safeguard their pet's health with a VPI Pet Insurance policy will receive a special discount offer, details of which may be accessed by visiting www.petinsurance.com/fetch or by calling 866-983-8738. In turn, VPI policyholders will be also be eligible for discounts off FETCH! Pet Care's full line of professional pet sitting and dog walking services. For details of this special offer, VPI policyholders may call 866-338-2463 or visit www.FetchPetCare.com and submit an online service request.

"Our partnership with FETCH! Pet Care makes good business sense for VPI," said Bobbie Cooper, VPI's director of partnership marketing. "Both companies share a common goal of promoting the safety, health and overall well-being of America's pets. Providing our policyholders access to FETCH! Pet Care's host of professional animal care and fitness services works toward preserving the healthy and happy relationships between our customers and their pets."

In its effort to address the animal obesity epidemic and help pets thwart related health concerns, FETCH! Pet Care's preventative Go Fetch! pet fitness service ensures animals under the company's care get up, move and have fun for sustained periods of time with each visit. FETCH! Pet Care sitters arrive at the client's home outfitted with balls, frisbees, play toys, string and sheer enthusiasm to give the dogs and cats in their care a fun-

filled workout. Each animal exercise regime is carefully tailored to the pet's age, ability, health condition, preferences and temperament.

In addition to Go Fetch!, FETCH! Pet Care offers a wide range of services that give owners peace of mind while they are away from their pets, while also catering to their specific needs and budget, including private leashed and group off-leash dog outings, overnight sitting and daily cat and small pet visits in the client's home, boarding and daycare in the sitter's home, pet taxiing, yard pet waste removal and miscellaneous home care.

Veterinary Pet Insurance Co./DVM Insurance Agency is the nation's oldest and largest pet health insurance company. Providing pet owners with peace of mind since 1982, the company is committed to being the trusted choice of America's pet lovers and an advocate of pet health education. VPI Pet Insurance plans cover dogs, cats, birds, and exotic pets for a multitude of medical problems and conditions relating to accidents, illnesses and injuries. Optional Pet WellCare ProtectionSM for routine care is also available. Since its inception, VPI has insured more than one million American pets.

"This key strategic alliance helps solidify our company's position as the nation's most trusted provider of professional at home pet care among both consumers and corporations alike," concludes Mann. "Through this strategic partnership and others, we're successfully expanding our market reach as we strive to be 'the' go-to pet care service provider for pet owners – and the companies they are affiliated with - across the U.S."

More information about VPI Pet Insurance is available by calling 866-983-8738 or through the company's Web site www.petinsurance.com/fetch.

Consumers and interested business affiliates can reach FETCH! Pet Care through its Web site at www.FetchPetCare.com or via toll-free telephone at 1-866-FETCH-ME, where they simply enter their 5-digit zip code to be quickly connected to the FETCH! Pet Care office nearest them.

About FETCH! Pet Care, Inc.

Founded in 2002 and with over 1,600 service areas across the United States, FETCH! Pet Care is the pet sitting industry market leader - the new face of pet care in the 21st century. The company offers a humane alternative to kennel boarding by providing loving, in-home overnight and/or daily care to any kind of pet in the most professional and reliable manner possible. FETCH! Pet Care thoroughly selects, screens, trains, and insures all of the pet sitters and dog walkers within its network to assure the highest level of professional, expert-based service is provided. *Entrepreneur* magazine included FETCH! Pet Care in its 2007 feature "7 Hot Businesses That Can Make You Rich," named the company among its coveted "Franchise 500" in both 2007 and 2008, and in January 2008 ranked the company as the nation's 24th Top New Franchise, 89th Top Home-Based Franchise and 73rd Low-Cost Franchise. FETCH! Pet Care has also been featured in *Small Business Opportunities* magazine's top 20 "Boom Businesses" to get into in 2007 and named among *Pet Product News International's* "25 to Watch in 2007." For franchise information or to find a location near you, visit the company's Web site at www.FetchPetCare.com or call the corporate office at 1-866-FETCHME.

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