

NEWS RELEASE



For Immediate Release

Contact: Kathryn Jahnigen
Public Relations Associate
303-925-9418
kathrynj@americanhumane.org

AMERICAN HUMANE TO APPEAR ON HOME SHOPPING NETWORK ROYAL TREATMENT PAMPERED PET WITH A MESSAGE TO *MAKE EVERY DAY TAG DAY*

DENVER, Mar. X, 2005 – The American Humane Association is partnering with the Royal Treatment Lost & Found Pet Locator System for the Home Shopping Network shows airing at 7 a.m. and 4 p.m. on Thursday, April 7, 2005 to showcase its annual campaign to *Make Every Day Tag Day*.

"We're delighted by this opportunity to work with Royal Treatment," says Marie Wheatley, president and CEO of American Humane. "Any time a stray animal enters a shelter without an ID tag or other form of identification, the chances are very slim that the pet will ever be reunited with its family. Getting the word out to pet guardians about the Lost & Found Pet Locator System will go a long way towards saving countless animal lives."

The Home Shopping Network appearance is just one piece of American Humane's *Make Every Day Tag Day* campaign, which kicks off each year in April to raise public awareness of the necessity of providing pets with some form of identification.

Without an ID tag to be the voice for an animal separated from his guardian, a lost pet faces endless dangers, including traffic, starvation, exposure to the elements or human violence. It's very likely that he will become one of the 8-12 million animals who end up in shelters across the country every year, 6-9 million of whom will have to be put to sleep. Without a way for a rescuer to ascertain the identity of a lost pet or locate his human companions, his prospects are grim.

To help American Humane combat this tragedy and *Make Every Day Tag Day*, American Humane's Vice President of Marketing, Sara Spaulding will join Lorenzo Borghese from Royal Treatment in appearing on the Home Shopping Network to highlight the Lost & Found Pet Locator System. "We feel that this system provides pets both a tag and a voice," says Borghese. "It represents a major advancement in pet safety and ensures that lost pets will find their way home."

The Royal Treatment Lost & Found Pet Locator System is revolutionary among other types of ID tags that are rendered ineffective if the owner moves or changes phone numbers, by employing high-speed communications technology to maintain owner information, current to the very minute. The system enables someone who finds an animal to be connected directly to the animal's guardian through a 1-800 number, without compromising the owner's privacy.

The innovative system was introduced to a television audience for the first time on February 6, 2005 on the Home Shopping Network. Sara Spaulding, of American Humane, will appear on the show on April 7, 2005 to encourage viewers to *Make Every Day Tag Day* with the Royal Treatment Lost & Found Pet Locator System.

For more information or to purchase this product, please visit www.americanhumane.org

About petFINDER

Secure Connections and its subsidiary FINDER Products, developed the FINDER Lost Pet Tag System (based on the patented KidCallAlert communication platform built five years ago for use as a child safety product in school systems and camping organizations) and began marketing this newest communication safety product in July 2004 under the name petFINDER™. At the request of the Home Shopping Network and their marketing partner Multi-Media Exposure, petFINDER developed a customized "private label" version of the FINDER Lost Pet Tag system under the Royal Treatment brand name. Powered by the FINDER Communication platform the product known as the Royal Treatment Lost & Found Pet Locator System was introduced to a television audience for the first time on HSN in shows airing February 6 and 8, 2005 where the new product and its revolutionary system also received on air approval from the American Humane Association.

About American Humane

Founded in 1877, the American Humane Association is the nation's only organization dedicated to protecting both children and animals. Through a network of child and animal welfare and protection agencies and individuals, American Humane develops policies, legislation, curriculum, and trainings to protect children and animals from abuse, neglect, and exploitation. The nonprofit membership organization, headquartered in Denver, raises awareness about The Link® between animal abuse and other forms of violence, as well as the benefits derived from the human and animal bond. American Humane's regional office in Los Angeles is the authority behind the "No Animals Were Harmed..."™ End Credit Disclaimer on TV and film productions, and American Humane's office in Washington, DC, is an advocate for child- and animal-friendly legislation at the state and federal levels. Visit www.americanhumane.org to learn more.

###