

NEWS RELEASE



For Immediate Release

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EVERY DAY IS TAG DAY WITH HIGH-TECH PET TAG ID SYSTEM AMERICAN HUMANE AND SECURE CONNECTIONS, LLC, PARTNER TO GIVE LOST PETS A VOICE

DENVER, Mar. X, 2005 – In an effort to save the lives of lost companion animals and spare millions of people the heartache of losing their pets, the American Humane Association is partnering with Secure Connections, LLC, the company that developed the FINDER Lost Pet Tag System™, to give lost pets a voice. The collaboration is part of American Humane's public awareness campaign, *Every Day is Tag Day*, to help consumers understand the need to equip their pets with some form of identification.

Without an ID tag to provide a voice for an animal separated from his guardian, a lost pet faces endless dangers, including traffic, starvation, and exposure to the elements or human violence. "The key factor in a pet being reunited with their family is time," says Barry Stiefel, president of Secure Connections.

Most shelters can hold an unidentified pet for only a short time in the hopes that his family will claim him. Eight to twelve million animals end up in shelters across the country every year, six to nine million of these animals will have to be put to sleep. "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 see its family again," says Marie Belew Wheatley, president and CEO of American Humane.

"Getting the word out to pet guardians about the need for some form of identification will go a long way toward saving countless animal lives, which is why we're so delighted to partner with Secure Connections for *Every Day is Tag Day*." American Humane's *Every Day is Tag Day* kicks off April 2, 2005, and is part of a nationwide effort to increase usage of ID tags. (For information on Tag Day, including original Tag Day artwork by Lori Faye Bock, visit www.americanhumane.org/tagday.)

"Having an ID tag on your pet is crucial," Stiefel concurs, "But only if the information on that tag enables a finder to reach you. Traditional ID tags generally provide one phone number. But what if you can't be reached at that number because you're out looking for your pet? If your pet wanders off during a family vacation to the Grand Canyon, where you don't receive cellular coverage, how much does it help to have your cell number on his ID tag? People today are mobile and they need to be reached wherever they might be."

Available in retailers nationwide as petFINDER™ or from the Home Shopping Network's line of pet products as the Royal Treatment Lost and Found™ Pet Locator System, the Finder Lost Pet Tag System is based on patented communications technology originally developed for child safety products. "We consider this system to be the next generation of Pet ID tags, adds Wheatley. "The American Humane Association has always asserted that 'Without a voice and a tag, a lost pet will never find its way home and we think that petFINDER™ and the Royal Treatment Lost & Found provide a great solution."

Using a simple to understand communication platform, the FINDER System allows the person finding a lost pet to simply dial a toll-free number and enter an ID number printed on the specially made collar tag. They will first hear the owner's previously recorded message with vital information pertaining to their pet. Then, with just the push of a button, that person is connected directly to the owner at any of three personal contact phone numbers that owner preprogrammed into the system. If the owner is not reached at the first number, without hanging up, the system will dial the next two personal numbers helping to ensure that the owner is be reached wherever they might be. Furthermore, the caller will never know the identity of any of the numbers they are connected to thus protecting that owner's security and since the product is good for the life of their pet, the owner can change their message and contact phone numbers an unlimited amount of times forever.

The Royal Treatment Lost & Found system was successfully introduced to a national TV audience by the Home Shopping Network in February of this year. “We feel that this system provides pets both a tag and a voice,” says Lorenzo Borghese a spokesperson for the Royal Treatment Brand of Pet Products. “It represents a major advancement in pet safety and ensures that lost pets will find their way home.

Among activities for *Every Day is Tag Day*, Sara Spaulding, vice president of marketing and communications for American Humane, will appear live in the HSN studio to educate viewers on the importance of tagging their pets and to help showcase the Royal Treatment Lost & Found system on shows airing at 7 a.m. and 4 p.m. on Thursday, April 7, 2005.

About The FINDER Lost Pet Tag System and Royal Treatment Lost & Found

Secure Connections, LLC is a privately held company based in McLean, Virginia. In 1999 the company developed and patented a telecommunications technology to help quickly locate and reunite children accidentally separated from groups during off-campus outings or field trips. The solution, marketed as KidCallAlert™, is currently used to protect thousands of children in school systems, camps, and early childhood programs around the country. The company’s subsidiary, FINDER Products, developed the FINDER Lost Pet Tag System based on the patented KidCallAlert™ communication platform and began marketing this newest communication safety product for pets in July 2004 under the name petFINDER™.

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.

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