



Media Contacts:

Anne Hatfield – 210.687.7061 (mobile)

anneh@kgbtexas.com

Will Ellis – 210.473.3858 (mobile)

wille@kgbtexas.com

210.826.8899 (office)

PurinaCare Pet Health Insurance Enters Group Benefit Arena:

Invest in pets = Invest in your employees

*Employee groups and associations can now offer group discounts on
PurinaCare® Pet Health Insurance*

January 2010 -- San Antonio – As part of its program to help companies offer low-cost employee benefits, PurinaCare (www.purinacare.com) today launched its Group Benefits Department. PurinaCare is now offering employers and associations group discounts for providing their employees and members with a turn-key solution for insuring pets with one of the most trusted names in the pet industry.

As companies continue the trend of reducing expenses in 2010, they are also seeking ways to offer viable employee benefits and maintain productivity and employee loyalty and engagement. While a new [report from The Conference Board](#) found upwards of 45 percent of people are not satisfied with their work, a recent [survey by the Small Business Administration](#) found that companies that offer flexible benefits decrease the probability of an employee's leaving in a given year by over 26%. According to the market research firm Packaged Facts, hundreds of companies offer pet health insurance as a supplementary benefit to attract and retain employees.

In addition, market statistics illustrate that pet insurance is a benefit in high demand. In December 2009, a [survey by the American Pet Products Association](#) found despite the current economic

situation, 80% of pet owners did not change their spending patterns and continue to spend at the same level on their pets as the recession continued.

“Employers and Associations recognize that offering unique benefits like PurinaCare Pet Health Insurance as a voluntary benefit can help with their retention and recruitment,” said Dr. David Goodnight, president and COO of PurinaCare. “Our years of experience working with animals have shown that pet owners will go to great lengths to provide the best care for their pets. By offering PurinaCare Pet Health Insurance, companies and associations can easily expand their menu of benefits with a high-quality new offering that is growing in demand.”

PurinaCare Pet Health Insurance has been offered at a discount to employees at parent companies [Nestlé Purina PetCare Company](#) and [Nestlé USA](#) and underwriter [Central States Indemnity Co.](#) of Omaha, a subsidiary of [Berkshire Hathaway Inc.](#) During this testing phase, the company received several requests from large corporations to offer PurinaCare as an employee benefit prior to its release.

William Gorman, CLU, PurinaCare’s National Director of Group Sales, will lead the nationwide effort to inform employee groups and associates about the benefits. The group plan offers a discount on premiums to employees and affiliate groups with a minimum of 100 employees or members. Applying for PurinaCare group benefits is simple, just [contact](#) William Gorman at 1-877-8PURINA x0483 or e-mail him at William.gorman@purinacare.com.

Please note that even though PurinaCare Pet Health Insurance is available in most states, some states do not allow for group discounts.

About PurinaCare Pet Health Insurance

PurinaCare Insurance Services, Inc., a wholly-owned subsidiary of Nestlé Purina PetCare Company, is dedicated to providing pet owners with a Lifetime of Care® for their dogs and cats. PurinaCare® pet health insurance is offered to dog and cat owners in most states. PurinaCare is committed to promoting responsible pet care, providing humane education, supporting community pet involvement, and fostering the positive bond between people and their pets. PurinaCare pet health insurance is underwritten by Central States Indemnity Co. of Omaha, a subsidiary of Berkshire Hathaway Inc. PurinaCare pet health insurance is also offered as a direct benefit to select employees and associations nationwide and its high-

deductible policies have earned the AAHA Seal of Acceptance. For more information about PurinaCare pet health insurance, call 877-8-PURINA or visit www.purinacare.com.

For a Free, No-Obligation quote:

<http://www.purinacare.com/>

PurinaCare Coverage Checklist:

<http://www.purinacare.com/pdf/checklist.pdf>

View PurinaCare Policies:

http://www.purinacare.com/plan_overview.aspx

PurinaCare Pet Health Library:

<http://pethealthlibrary.purinacare.com/>