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FOR IMMEDIATE RELEASE

“Miracle Pet” prompts PurinaCare Insurance Services to create student financial award at Michigan State University’s Veterinary Teaching Hospital

Award announced at Celebration of Life ceremony which honors animals saved by advancements in veterinary medicine and the security provided by pet health insurance

March 22, 2010 – San Antonio – The moving story of “Miracle Pet” Katie has led [PurinaCare Insurance Services](#), Inc. to create an annual financial award for a veterinary student at the [Michigan State University Veterinary Teaching Hospital](#).

MSU’s Veterinary Teaching Hospital honored 50 “Miracle Pets”, living examples of the great benefits of advancements in veterinary medicine. The “Miracle Pets” were celebrated for their strength in the face of unbelievable odds at the 7th annual [Celebration of Life](#) ceremony on Saturday, March 20 at the MSU Veterinary Teaching Hospital.

In recognition of the life saving treatment provided to Katie by the veterinarians and staff at VTH and to honor the next generation of veterinarians, PurinaCare established a \$1,000 award to be given away annually to aid an MSU veterinary student in fostering their future in medicine. This year’s inaugural PurinaCare® Pet Health Insurance Celebration of Life Award was presented to first year veterinary student Bianca Buffa at the Celebration of Life ceremony.

“There is no better way to promote pet health and wellness and responsible veterinary practices than to support the education of future veterinarians,” said Dr. David Goodnight, President and COO of PurinaCare Insurance Services. “PurinaCare is proud to aid in Michigan State University’s academic excellence in veterinary medicine.”

Because of the life saving techniques used to treat a majority of the Miracle Pets, these and many other advances in veterinary medicine have caused an 8.5% rise in spending on veterinary care in 2009,



Pet Health Insurance

according to the [American Pet Products Association](#). Marilyn and Mark Johnson, Katie's owners, know just how high these expenses can climb.

What started as a routine abdominal procedure resulted in an \$18,410 veterinary bill due to complications after her surgery. Luckily, the Johnson's had recently purchased a policy with PurinaCare for Katie, which covered \$14,468 of the claim. When the terrifying ordeal was over, Katie had undergone several surgeries, multiple blood and plasma transfusions and a transfer to the MSU Veterinary Teaching Hospital.

"Katie is part of our family. When she collapsed after her first surgery we had no idea it would take as much as it did to save her life," said Katie's owner, Marilyn Johnson. "We were so relieved to have the PurinaCare coverage so we could focus on Katie and make sure she had every chance at surviving."

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.