



**Media Contacts:**

Anne Hatfield – 210.687.7061 (mobile)

[anneh@kgbtexas.com](mailto:anneh@kgbtexas.com)

Will Ellis – 210.473.3858 (mobile)

[wille@kgbtexas.com](mailto:wille@kgbtexas.com)

210.826.8899 (office)

## **PurinaCare Pet Health Insurance Offers Discount to Military Personnel**

*Based in “Military City, USA,” PurinaCare honors those who serve our country*

**SAN ANTONIO – MAY 2010** – This Memorial Day holiday, PurinaCare Insurance Services Inc. is announcing that effective June 1, 2010, all active and retired U.S. military personnel are eligible for a discount on pet insurance to protect their beloved pets.

Military service is demanding and challenging for the men and women who choose to serve. Finding comfort from the companionship of a dog or cat helps reduce the stresses in the everyday life of a soldier. The PurinaCare Military Discount is a way for military families to repay their pet for their unconditional love and support by providing them with a Lifetime of Care®.

“As a retired Navy captain, I identify with the brave sacrifices our servicemen and women are making for our country and how the call of duty can strain the family finances,” says Dr. William Craig, PurinaCare Chief Medical and Underwriting Director. “Being headquartered in San Antonio, which is also known as Military City, USA, PurinaCare is proud to help military families manage the rising cost of veterinary care. We want to bring them the peace of mind that whether here or overseas, the health and wellness of their pets will be protected and affordable.”

The PurinaCare Military Discount, which goes into effect following Memorial Day, on June 1, 2010, offers a five percent discount for one pet and 10 percent discount when two or more pets are enrolled. Military families can choose from two plans, PurinaCare<sup>®</sup> plus Preventive Care and PurinaCare<sup>®</sup> without Preventive Care. The policies allow service members to choose a level of coverage that fits their specific needs. The Military Discount is available by calling PurinaCare at 1-877-8-PURINA or 1-877-878-7462. This discount is not available in all states, but for those states where it is approved, customers will be asked to supply the last four digits of their Military ID. To find out more about PurinaCare Pet Health Insurance policies, log onto to [www.PurinaCare.com](http://www.PurinaCare.com) or follow us on Facebook at [www.facebook/purinacare](http://www.facebook/purinacare) or Twitter at @PurinaCare.

### **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<sup>®</sup> for their dogs and cats. PurinaCare<sup>®</sup> 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](http://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](http://www.purinacare.com/plan_overview.aspx)

PurinaCare Pet Health Library:

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

