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FOR IMMEDIATE RELEASE

Pet Health Insurance from PurinaCare® Insurance Services Becomes Available in Washington, Alaska

PurinaCare now offers pet insurance to dogs and cats in the Evergreen State and The Great Land

SAN ANTONIO – May 2010 – PurinaCare® Insurance Services, Inc. announced that the estimated 1.6 million dogs and 1.9 million cats in the state of Washington and the estimated 175,000 dogs and 195,000 cats in Alaska now have the option for a Lifetime of Care® with the first pet health insurance under the Purina brand.

PurinaCare Insurance Services, Inc. is focused on easing the burden of the increasing cost of veterinary care by providing high quality pet health insurance coverage. Research by the [American Pet Products Association](#) projects pet owners will spend \$47.7 billion dollars on their pets in 2010. Having PurinaCare Pet Health Insurance is a prudent way to help pet owners in Washington and Alaska access the latest in veterinary advancements.

“People love their pets like a member of the family. We believe no pet owner should have to choose between cost and the well-being of their dog or cat,” said David Goodnight, DVM, president and chief operating officer of PurinaCare Insurance Services, Inc. “PurinaCare gives pet owners peace of mind and helps return their pets’ never-ending loyalty by providing them with a lifetime of care.”

PurinaCare Insurance Services, Inc. offers two easy-to-use, [comprehensive plans](#) designed to help pet owners provide a lifetime of care for dogs and cats.

- [PurinaCare plus Preventive Care](#) covers eligible accidents and illnesses, as well as routine expenses like annual exams, eligible vaccinations, flea and heartworm preventatives, and dental scaling/polishing.
- [PurinaCare without Preventive Care](#) insures against the unexpected, including eligible accidents and illnesses, even those arising from hereditary conditions.

PurinaCare Insurance Services, Inc. **FAQ:** http://www.purinacare.com/our_plans_faqs.aspx

How PurinaCare Insurance Services, Inc. **Works:** http://www.purinacare.com/how_it_works.aspx

PurinaCare Pet Health Insurance Plans: http://www.purinacare.com/our_plans.aspx



Is PurinaCare Insurance Services, Inc. in Your State?: <https://secure.purinacare.com/Forms/States.aspx>

Your Pet's Health: http://www.purinacare.com/your_pets_health.aspx

Personalized Quote: <https://secure.purinacare.com/Calculator/qstep1.aspx?mode=quote>

About [PurinaCare Insurance Services, Inc.](#)

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.