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FOR IMMEDIATE RELEASE

Pet health insurance from PurinaCare goes nationwide

Approval in Florida expands PurinaCare pet insurance to all 50 states and District of Columbia

SAN ANTONIO – September 2010 – PurinaCare® Insurance Services Inc., provider of [PurinaCare](#) Pet Health Insurance, is now approved to offer its products in the state of Florida and can now help pet owners provide a [Lifetime of Care®](#) for dogs and cats in all 50 states and the District of Columbia.

PurinaCare launched just over two years ago with an unparalleled understanding of [pet care](#), an intense passion for pet wellness and a commitment to help ease the burden of rising veterinary bills. PurinaCare Pet Health Insurance offers peace of mind with the freedom to choose any veterinarian nationwide and select from a [variety of plans](#) to fit your pet's health care needs and your budget.

"We believe no pet owner should have to choose between cost and the well-being of their pet," said David Goodnight, DVM, president and chief operating officer of PurinaCare Insurance Services, Inc. "Today's approval in Florida allows us to provide that peace of mind to pet owners from coast to coast."

Research by the [American Pet Products Association](#) projects pet owners will spend \$47.7 billion dollars on their pets in 2010. The estimated 469,000 dogs and 529,000 cats in Florida can join the growing number of beloved pets in the PurinaCare family who enjoy a Lifetime of Care® with the first pet health insurance under the Purina brand. Some [examples](#) include:

- Bella – [Border Collie](#) – PurinaCare reimbursed \$4,900 due to elbow dysplasia
- Goose & Maverick – [Golden Retrievers](#) – PurinaCare reimbursed \$5,500 due to knee related injuries
- Winston – [Ragdoll](#) – PurinaCare reimbursed over \$1,500 due to congestive heart failure
- Katie – [Labrador Retriever](#) – PurinaCare reimbursed \$14,400 due to a rare bleeding disorder

Pet owners in Florida can now join the rest of the nation and gain peace of mind from PurinaCare, under the Purina name, one of the most trusted names in pet care.

[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 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 offered to dog and cat owners in all 50 states and the District of Columbia and is underwritten by Central States Indemnity Co. of Omaha, a subsidiary of Berkshire Hathaway Inc. For more information, call 877-8-PURINA or visit www.purinacare.com.