



Bringing Pet Lovers Together™

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**ZOOTOO.COM FOUNDER NARROWS DOWN TOP 20
SHELTER MAKEOVER CONTEST FINALISTS TO TOP THREE
LIVE ON STAGE AT 2008 HSUS ANIMAL CARE EXPO ON MAY 15th**

*20 Finalist Shelters Each Receive Checks On-Site--
Winning Shelter Will Be Announced on May 21st*

SECAUCUS, NJ (May 2008) – Richard Thompson, founder of **Zootoo.com**—the pet lover’s website—will take the stage at the 2008 HSUS Animal Care EXPO Conference with representatives from the Top 20 Shelters of the **Zootoo.com Shelter Makeover Contest** to reveal the three lucky shelters who will continue on to become eligible for a makeover valued at up to one million dollars*. The presentation will also feature video highlights from the 20-city tour of all the Finalist Shelters; 20 will receive checks on-site, and the Three Finalists will be flown to New York City, where the grand prize winning shelter will be announced *live* on the Fox Morning Show with Mike and Juliet on May 21st. This presentation will take place in the Coronado H Ballroom at the Coronado Springs Resort in Orlando, FL at 9:55 a.m. EST.

More than 1,000 shelters registered on the site for the **Zootoo.com** Shelter Makeover Contest, done in partnership with the **Humane Society of the United States (HSUS)** and **PEDIGREE Adoption Drive Foundation (PADF)**. The Top 20 Finalists in the contest accumulated the most points between October 1, 2007 and March 31, 2008; points were earned by pet lovers who supported the shelter of their choice by being active on **Zootoo.com**.

The official list of the Top 20 Finalist shelters in the **Zootoo.com Million Dollar Shelter Makeover Contest** can be found at www.zootoo.com/makeover/standings and includes:

Little Shelter Animal Rescue- Huntington, NY	Humane Society of Madison County- London, OH
Bobbi and the Strays- Ozone Park, NY	Humane Society of the Ohio Valley- Marietta, OH
Voorhees Animal Orphanage- Voorhees, NJ	Humane Society of Parkersburg, Parkersburg, WV
Danbury Animal Welfare Society- Bethel, CT	Midwest Rabbit Rescue & RE-Home- Plymouth, MI
Second Chance Animal Shelter- East Brookfield, MA	Pets Without Parents of Mason & Logan Counties- Teheran, IL
Washington Area Humane Society- Eighty Four, PA	Henderson Humane Society- Henderson, KY
Jefferson County SPCA- Watertown, NY	Bowling Green Warren County Humane Society- Bowling Green, KY
SPCA Serving Erie County-Tonawanda, NY	Stray Rescue of St. Louis- St. Louis, MO
SPCA Cattaraugus County- Olean, NY	Cecil County SPCA- Chesapeake City, MD
Cat Welfare Association- Columbus, OH	Maxfund Animal Adoption Center- Denver, CO

“A major goal of the **Zootoo.com** Shelter Makeover Program has been to generate national and local awareness and encourage community involvement in animal shelters all across America,” said founder of **Zootoo.com** Richard Thompson. “When we started the program, some 70% of Americans did not even know where their local shelter was located. We’re overwhelmed by the support the Shelter Makeover Program has received from communities, as well as from media nationwide. Because of them, every shelter who participated in this contest is a winner, and we get thank-you notes from shelters every day telling us that the program has helped to put their shelter on the map.”

The Advisory Board and judging panel, comprised of **Zootoo.com** founder Richard Thompson; President and CEO of The Humane Society of the United States, Wayne Pacelle and other members of The HSUS; Founder of Shelter Planners of America, Bill Meade; and John Anton, Marketing of Director of PEDIGREE® and PEDIGREE Adoption Drive Board Member, conducted site visits of all 20 shelters to observe conditions of the shelter, its policies and procedures, and the community’s commitment to the shelter. The shelter deemed most deserving will win a makeover valued at up to one million dollars*. A second shelter will win a \$10,000 cash prize, and the 18 other top shelters will each receive \$5,000.

"The HSUS is happy to partner with **Zootoo.com** to help animal shelters in their life-saving mission," says Wayne Pacelle, President and CEO of The Humane Society of the United States. "Helping shelters has always been a vital part of our mission, and this is an exciting program to strengthen these community-based institutions."

The PEDIGREE Adoption Drive Foundation (PADF) is a proud partner of this initiative as its mission is to help dogs find loving homes. The foundation will support the shelter makeover with a grant to the winning shelter. “As a supporter of shelter and breed rescues, this partnership was a natural fit,” said John Anton, board member of the foundation and PEDIGREE® brand marketing director. “We hope this contest will generate excitement among animal lovers everywhere.”

About Zootoo.com™

Zootoo.com, which launched in October 2007, is a pet community website that offers a new way to help pets. People share information and connect with other pet lovers and Zootoo.com reward their activity with contributions to animal shelters and rescue groups. Growing at 2% per day, **Zootoo.com** is the fastest growing pet website and the largest pet community site for lovers of all types of pets. The website offers members the ability to rate and review products and services, watch and discuss pet news, and help other pet lovers make the right decisions for their pets.

“During my years in the pet food industry, I’ve seen the dedication and commitment of the people who keep our shelters operating and who save the lives of thousands of animals every day,” said Richard Thompson, Founder of **Zootoo.com**. “Yet despite all their hard work, many shelters lack the financial resources and manpower to provide a proper place for animals to live while pursuing the ultimate goal -- finding a permanent, loving home for every pet. That’s why I started **Zootoo.com**, to take us one step closer to achieving that goal.”

About The PEDIGREE Adoption Drive Foundation

The PEDIGREE Adoption Drive Foundation is a newly-established 501(c)(3) private foundation dedicated to helping dogs in need find loving homes by supporting the good work of shelters and breed rescue organizations throughout the country. Make tax-deductible donations online or to apply for a grant, log onto www.Dogsrule.com. All donations go directly to help us help dogs.

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*Actual makeover value depends on the condition of the shelter and judgment of the **Zootoo.com** Advisory Board.