

For Immediate Release



HealthyPet® Magazine Receives Two Platinum MarCom Awards

Leading Pet Specialty Magazine Recognized for its Editorial Excellence

November 17, 2007 - Los Angeles – HealthyPet Magazine announced today it has received two awards from MarCom, a competition that recognizes outstanding creative achievement by marketing and communication professionals. HealthyPet received two platinum awards, the highest rank in any category, for its consumer magazine and recently launched print advertisement.

One of the largest of its kind, the MarCom is administered and judged by the Association of Marketing and Communication Professionals with more than 5,000 entries from around the world. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

“We are thrilled to receive the platinum award from MarCom in the consumer magazine category,” says Doug Drew, publisher of HealthyPet Magazine. “We take great pride in the content we provide and our readers are growing with more than 12 million pet parents receiving the publication from their veterinarian annually.”

HealthyPet received a second platinum award for its recent print ad featuring a miniature Dachshund anxious about his mom reading HealthyPet Magazine because it might remind her of his annual shots. Produced by Creative Vision House, the ad showcases HealthyPet’s effectiveness in helping readers stay informed and reminded about the importance of annual exams.

“Receiving a second MarCom award for our new print ad was a wonderful surprise and a great bonus. It shows us that we are communicating effectively to our target audience, the veterinarian,” said Drew.

About HealthyPet Magazine

HealthyPet Magazine is a collaboration of veterinarians, industry experts and trusted partners providing important education on pet care directly to pet owners. Key topics include preventative diseases, wellness, nutrition, dental health, behavior and more. Unlike most other pet related magazines, HealthyPet is delivered to the pet owner from their veterinarian adding overall credibility to the editorial content. Veterinarians send the magazine as a way to educate and communicate with their clients multiple times a year. Although HealthyPet produces and distributes the magazine, each magazine is custom wrapped with a personal message from the veterinarian addressed to the pet. For example, “It’s time for Daisy to come in for a visit.”

Launched in 1999, HealthyPet has brought a mixed dose of advertisers from Bayer Animal Health, Pfizer Animal Health, and Veterinary Pet Insurance to Hill’s Pet Nutrition. Each cover features a celebrity and their pet and each issue discusses key pet topics such as preventative care, wellness, nutrition, behavior and more. Previous celebrity covers include Vanessa Williams, Regis Philbin, James Brolin and the cast of 7th Heaven. Owned by parent company Zoasis Corporation, HealthyPet Magazine average circulation per quarterly issue is over 3 million, making it one of the largest pet enthusiast magazines on the market.

For more information about HealthyPet visit www.healthypetmagazine.com.

