



NEWS RELEASE

IDTAG.com Announces Partnership with Best Friends Animal Society *Corporate partnership provides positive impact on animals' lives*

SECAUCUS, NJ—July 13, 2010: Animal shelters nationwide are near—and many times over—their capacity limit, crowded with dogs, stray cats and other pets that are lost, abandoned or neglected. Unfortunately many of these animals will never be reunited with their owners because they weren't wearing proper identification tags. IDTAG.com and the Best Friends Animal Society are stepping out as corporate partners to place and reunite lost pets with loving owners and lead the effort to properly identify all pets.

The partnership with IDTAG.com will provide Best Friends Network Charities participating rescues and shelters with free "SmartTags" to give out with each adoption and a 60 percent discount on the lifetime subscription service to IDTAG's unique 24/7, coast-to-coast pet recovery program. (with free lifetime replacement tags).



The [Best Friends Network Charities](#) program supports rescue groups and shelters that are working towards No More Homeless Pets with additional tools and resources to help them connect with their local community, fundraise, increase adoptions and recruit volunteers. The partnership will also raise public awareness of Best Friends programs and initiatives across the country. The Network Charities rescues and shelters are already participating in the program with hopes to report all animal shelters and rescue groups as participants in the near future.

IDTAG.com's commitment to help provide families with identification tags for their newly adopted shelter dogs and cats aligns perfectly with Best Friends' mission of No More Homeless Pets®, said Namrata Chand, Best Friends corporate relations manager.

The 250,000 Best Friends members nationwide will also be able to take advantage of the multiple benefits of the partnership with IDTAG.com. All Best Friends members will be offered a special lifetime SmartTag subscription for \$19.99 (regularly \$49.95) with IDTAG.com donating twenty-five percent of the proceeds back to Best Friends and their Network Charities partners.

Special Best Friends SmartTags will come engraved with individualized "pet social security number" that enable pet owners to quickly create an online pet/owner profile containing up-to-date photos, videos, health records, and emergency contact information about their dogs or cats. Should a pet go missing, SmartTag will broadcast an emergency "Amber Alert," notifying their exclusive network of over 13,000 animal shelters, animal hospitals and rescue organizations within 50 miles of where a lost pet was last seen. When a pet is found, SmartTag operators will call the owner at up to 6 different numbers to alert them that their pet has been located.

“Best Friends Network Charities shelters and outreach programs work tirelessly to place these animals in loving homes,” said Tom Troiano, director of IDTAG.com. “Should an adopted animal become lost, IDTAG.com is thrilled at the opportunity to help ensure that dogs and cats will be reunited with their forever-family, quickly and efficiently.”

About IDTAG.COM:

IDTAG.com, the leader in pet protection, provides pet owners with a round-the-clock solution for recovering lost pets. On the back of each stylish Smart Tag is a unique serial number, or “pet social security number.” The pet owner simply registers this number at IDTAG.com and can create a complete online pet profile — including pictures, veterinary records and owner contact information. So if the pet ever goes missing, the owner simply calls the SmartTag phone center or logs onto the site. Thanks to eAlert™ technology, an instant lost pet alert will be automatically broadcast to local shelters and rescue organizations within 50 miles of a pet’s last known location. Anyone who recovers a pet can call the toll-free number on the tag or log onto www.IDTAG.com. Then live operators, available 24/7, will call up to six emergency contact numbers to notify the owner that their pet has been found. The SmartTag is the most advanced pet protection system available because it allows owners to update their pet’s information in real time without needing to replace their pet’s tag. ! For more information, call 1-888-560-0985 or visit www.IDTAG.com.

About Best Friends Animal Society:

[Best Friends Animal Society](http://www.bestfriends.org) is a nonprofit, organization building no-kill programs and partnerships that will bring about a day when there are No More Homeless Pets. The society's leading initiatives in animal care and community programs are coordinated from its Kanab, Utah, headquarters, the country's largest no-kill sanctuary. This work is made possible by the support of a grassroots network of members and community partners across the nation.

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