

# New PurinaCare® Pet Health Library Helps Pet Owners Provide a Lifetime of Health and Happiness for Their Dogs and Cats

- Online Resource Provides Comprehensive Articles and Videos on Pet Health -

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For many pet owners, there is no value that can be put on their beloved four-legged friends. They understand that caring for their dogs and cats is a lifetime commitment that begins the day they bring their new best friends home. From insuring their pets to staying informed of the latest advances in veterinary medicine, today's involved owner wants access to the most current, relevant information available to help them make decisions in the best interest of their dogs and cats.

Recognizing this need, PurinaCare® pet health insurance is introducing a comprehensive information library on its Web site, <http://www.purinacare.com/>. The new PurinaCare Pet Health Library will provide pet owners with access to hundreds of articles and videos on a wide variety of pet health and pet care topics, including innovative new veterinary technology, pet nutrition and routine care. Veterinarians can also use the library as a referral source for patients in need of information on caring for their pets. Content for the PurinaCare library is being provided by Animal Care Technologies (ACT), a leading provider of training resources, videos and DVDs for the veterinary and animal shelter industries.

"PurinaCare is committed to the well-being of pets throughout their lifetimes," said David Goodnight, D.V.M., president and chief operating officer of PurinaCare Insurance Services, Inc., a wholly-owned subsidiary of Nestle Purina PetCare Company. "By providing this comprehensive information database, which will feature continuously updated content, we are providing pet owners and veterinarians with a one-stop resource to help them stay informed about the most current information on pet health."

The PurinaCare® Pet Health library is launching in January 2009. In addition to accessing this new information resource, pet owners and veterinarians can visit the Web site to learn about PurinaCare pet health insurance. The first pet health insurance under the Purina brand, PurinaCare offers two simple, easy-to-use and comprehensive plans that are designed to help dog and cat owners take advantage of the latest advances in veterinary medicine with less worry about the financial implications.

According to Goodnight, while an increasing number of pet owners are taking a more proactive role to support their pets' overall health and wellness, less than one percent of pets are currently insured due to a lack of awareness of pet insurance or dissatisfaction with current plan options.

The PurinaCare plans offer a variety of monthly premiums and deductible levels to fit most budgets. Both plans provide coverage for illness, injuries and accidents, hospitalization, surgery, prescription medications, and hereditary conditions. The PurinaCare plus Preventive Care plan is designed to encourage the use of routine preventive care by also covering certain customary annual costs of routine vaccinations, flea and heartworm preventative medications, routine annual physical exams and lab tests, and certain other preventive care as outlined in the policy. A complete list of coverage is available on <http://www.purinacare.com/>.

"The advances in veterinary medicine over the past decade, which include the use of CT scans, MRIs and chemotherapy, are truly remarkable," said Goodnight. "Our goal at PurinaCare is to continue to educate pet owners about the newest health advancements, as well as the benefits of insuring their pets, to help them provide their pets with a lifetime of health and happiness."

Pet owners can visit the PurinaCare Web site (<http://www.purinacare.com/>) or call 1-877-8PURINA to learn more about the pet health insurance plans and receive a free, no-obligation quote. They also can complete an application for insurance online. Like all insurance, there are some limitations and exclusions that apply based on the precise terms of the policy.

PurinaCare Insurance Services, Inc., a wholly-owned subsidiary of Nestle Purina PetCare Company, is located in San Antonio, TX. For a current list of states in which PurinaCare is currently available, pet owners can visit <http://www.purinacare.com/>.

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#### About Nestle Purina PetCare

The North American headquarters for Nestle Purina PetCare is located at Checkerboard Square in St. Louis, Missouri, where Ralston Purina was founded more than a century ago. Nestle Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. One of the leading global players in the pet food industry, Nestle Purina PetCare is part of the Swiss-based Nestle S.A. -- the world's largest food company.

#### About PurinaCare Insurance Services, Inc.

PurinaCare Insurance Services, Inc. (PISI) is a wholly-owned subsidiary of Nestle Purina

PetCare Company. PISI will market and sell PurinaCare™ policies as a licensed insurance agency.

About American International Group, Inc.

American International Group, Inc. (AIG), a world leader in insurance and financial services, is the leading international insurance organization with operations in more than 130 countries and jurisdictions. AIG companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer. In addition, AIG companies are leading providers of retirement services, financial services and asset management around the world. AIG's common stock is listed on the New York Stock Exchange, as well as the stock exchanges in Ireland and Tokyo.

About Animal Care Technologies (ACT)

Founded in 1995, ACT is the leading provider of training resources, video and DVDs for veterinary and animal shelter industries. The company provides innovative solutions and technology to the animal care industry that is transforming animal hospitals all over the world.

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