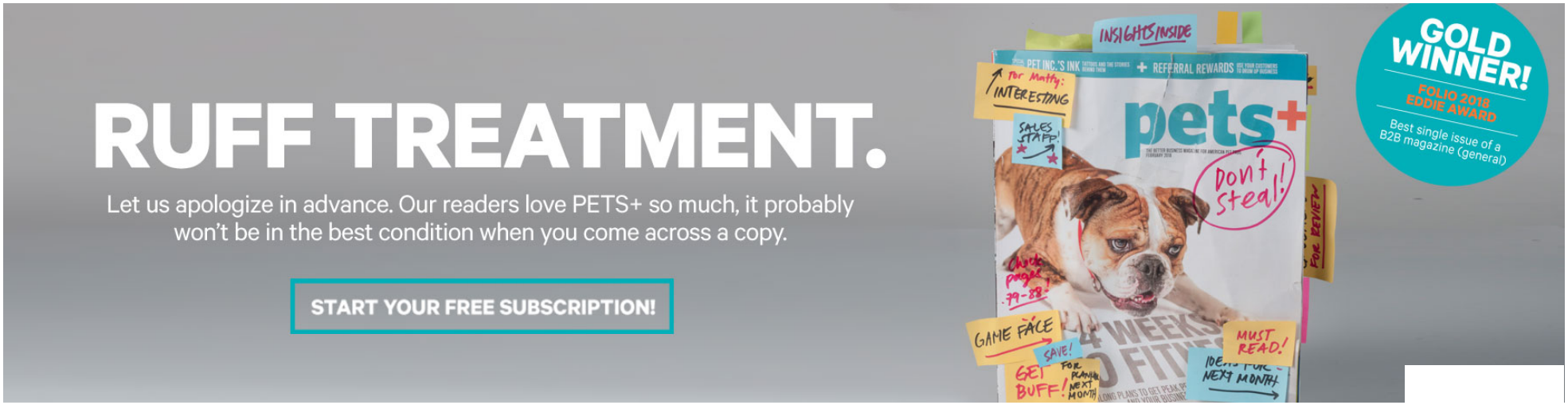

PRESS RELEASES

Pet King Brands Implements Authorized Seller Program

It will protect Pet King Brands' distribution channels.

Published 6 months ago on May 31, 2019
By **PETS+ Staff**

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(PRESS RELEASE) Pet health products company, Pet King Brands — the maker of veterinarian-recommended brands ZYMOX Dermatology and Oratene Brushless Oral Care — has implemented an Authorized Seller ("Brand Partner") Program.

The Authorized Seller ("Brand Partner") Program will protect Pet King Brands' distribution channels, the integrity of its brands and the quality of its products through the removal of unauthorized sellers, as well as unauthorized distributors of its enzyme-based topical dermatological products for problematic ears and skin; and gentle, non-drying brushless oral care products for pets in need of everyday dental care.

"At Pet King Brands, Inc., we are committed to providing the best experience for both our customers and consumers of our products," said Pamela K. Bosco, founder and president. "However, due to unauthorized sellers and the potential for counterfeit products on the marketplace, we have implemented our Authorized Seller/Brand Partner Program to ensure the highest-quality customer experience going forward."

In addition, Pet King Brands has revised its MAP Policy, which contains more robust violation affects and subsequent enforcement actions. It has enlisted a MAP monitoring and unauthorized seller enforcement software tool to further its investment in regulating all channels to authorized Resellers.

"We understand the impact that an unregulated MAP environment creates for every good-standing Reseller," Bosco said. "That is why we are committed to taking swift action against MAP violators and cleaning up the unauthorized sale of goods online."

Pet King Brands worked with the law firm of Vorys, Sater, Seymour and Pease LLP to develop its Authorized Seller ("Brand Partner") Program went into effect on May 15, 2019.

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ZYMOX and Oratene products are available at veterinary clinics and pet specialty stores nationwide and through online retailers.

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PET SUSTAINABILITY COALITION

Pet Sustainability Coalition Presents: Critical Sustainability Strategies for Retailers

This webinar, held on November 7, 2019, is the second in a series from PSC discussing how retailers can establish sustainable practices in their business. Moderated by PSC's Andrea Czobor, the webinar unveils data behind the increasing consumer demand for sustainable products, what retailers have to gain from connecting with these purpose driven consumers, and a new PSC program that makes finding these products easier for retailers.

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NutriSource Pet Foods Funds Hospital's First Ever Facility Dog

Rocket went through years of advanced, specialized training allowing him to be present during medical procedures.

Published 10 hours ago on December 6, 2019
By **PETS+ Staff**

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(PRESS RELEASE) At M Health Fairview University of Minnesota Masonic Children's Hospital in Minneapolis, young patients met the hospital's newest staff member who will to help

them take medicine, relax during anxious moments, encourage them to walk after surgery and offer support and affection during medical procedures.

Rocket, presented by NutriSource is a golden retriever and the first and only full-time facility dog to join the team at M Health Fairview University of Minnesota Masonic Children's Hospital.

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PRESS RELEASES

Pet Parade App Now Offers Coupons

It's a mobile online solution to drive new in-store customer traffic.

Published 10 hours ago on December 6, 2019
By **PETS+ Staff**

(PRESS RELEASE) Good Boy Studios, a global marketing technology company devoted to the pet space, recently announced the launch of the Pet Parade Mobile Plus Marketing Program, a mobile online solution to drive new in-store customer traffic. Through this service, Good Boy Studios adds to its suite of digital marketing tools for its social media app, Pet Parade.

Catering to Pet Parade's pet-owner-only audience, this unique sharing and shopping platform engages millions of pet parents as they celebrate the love of their pets.

With the Pet Parade Platform, brand partners can sponsor pet-focused lifestyle categories on Pet Parade and offer exclusive online discounts and savings to Pet Parade's audience of

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PRESS RELEASES

Cat Writers Conference Looking for Speakers

Event will take place in Woodbridge, NJ, July 16-18, 2020.

Published 10 hours ago on December 6, 2019
By **PETS+ Staff**

(PRESS RELEASE) The Cat Writers' Association announced its call for speakers for its 26th annual conference and awards banquet at the APA Hotel in Woodbridge, NJ, July 16-18, 2020.

The association is looking for industry leaders, motivators and creative talents to present dynamic and educational sessions. CWA is seeking proposals for sessions, workshops and panels that will inspire, motivate and empower attendees. Proposals are accepted for

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