



Emergencies
Are No Longer Obstacles
In Responsible Pet Care

HERNDON, VA. July 23, 2008 - Wag'N Enterprises, LLC, the leading pet safety gear and services provider announced the launch of its top of line new service named Rover Respond'R™. The company owner, Ines de Pablo, wanted to create a pet response plan that would accommodate more than just lost pet recovery methods. De Pablo was striving to create a process that would help the pets impacted by accidents involving their owners while they were not present at the scene. Also, the events following Hurricane Katrina clearly demonstrated that microchipping and pet collar tags alone could not take care of the various reunification issues encountered by first responders and pet rescue groups. The new service also needed to assist first responders and animal rescue groups responding to abandoned residences after mandatory evacuations. The urgent need for evacuation cards was further outlined while De Pablo attended the 2008 National Conference on Animals in Disasters held by the Humane Society of the United States (HSUS) this past June. The consensus seemed clear: The cards are needed however there are NO pre-designed comprehensive evacuation cards available for pet owners and/or first responders.

The Wag'N Rover Respond'R™ service is the only comprehensive and all encompassing pet safety service bridging the gap in responsible pet care in the event of an emergency or crisis that affects a pet owner's ability to care for their pets. The Rover Respond'R™ service lets pet owners create a customized plan centered on the care of their pet(s) that can spring into action if their own abilities become compromised due to an emergency.

The service provides assistance to all parties involved in the following scenarios: vehicular accidents (whether pet is involved or not), house fires, natural disasters and evacuation scenarios. It also allows pet owners to financially pre-approve their pets for veterinary care should their owners be physically or emotionally unable to make a decision at the scene.

Because the service relies on the cooperation of first responders, rescue groups and good Samaritans, the company started running an international awareness campaign to help first responders identify Wag'N Rover Respond'R™ members and inform them of what to look for, what to do and what to expect from the service. The email awareness campaign targets first responders – Fire, Police, EMS departments as well as humane society chapters in the United States (and its territories) and Canada. A full list of all departments successfully contacted will be available on the website.

The company has further decided that an alternate version of the evacuation cards will be available to all pet owners for free. De Pablo believes that pets should not be put in additional harm's way during trying times. The Free version's design will be noticeably different but will include the same information.

The Rover Respond'R™ website will also include processes thru which good Samaritans can post found pets and hospital staff can announce they are caring for a given human member to allow for the Rover Responders to initiate the emergency contact protocol. Members will be able to make changes to their accounts online and over the phone 24/7/365.

Rover Respond'R™ is launching August 20, 2008.

For more information about the full potential of the service and all membership details, please visit www.RoverRespondR.com or contact Ines de Pablo at info@RoverRespondR.com