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Drinkwell® The Original Pet Fountain Celebrates 10-Year Anniversary

-Drinkwell® officials celebrate a decade of commitment to developing products that improve the health and well-being of pets and that provide convenience to owners-

(Reno, NV) January 3, 2006 – Officials at Veterinary Ventures Inc. are proud to announce the 10-year anniversary of the Drinkwell® The Original Pet Fountain® and a decade of commitment to developing products that contribute to the health and well being of pets and that provide convenience to owners. The story behind the invention of the Drinkwell® is a true American success story and one that has made a positive impact on the health of thousands of pets across the country.

The Drinkwell® Original Pet Fountain was created in the garage of inventor and Veterinarian, Dr. Mary Burns in 1995 after her cat, “Buckwheat” was repeatedly found on the counter top drinking from the kitchen faucet. Burns recognized her animal’s natural attraction to free flowing water and ultimately the idea for the Drinkwell’s® unique design was born.

The Drinkwell® is the only fountain that features a free-falling stream that is most like the running water pets crave, and was designed for use with a charcoal filter to remove bad tastes and odors leaving pets with fresh filtered water. As Burns’ friends and clients discovered the Drinkwell® the demand for the product began to rise and so the product was patented as the only pet fountain with a free-falling stream in the industry and Burns’ began mass producing the Drinkwell® in 1996.

“As a veterinarian I knew the importance of proper hydration for pets, as a pet owner I also understood the challenges of keeping a pet properly hydrated when stagnant bowls of water were passed up for running faucets,” said Burns. “I know thousands of pets across the country are benefiting from the invention of the Drinkwell® and that makes me truly proud. It has been an amazing decade.”

As sales began to grow, the product underwent transformations to meet the growing demand. The Drinkwell® was modernized with an increased water capacity, larger bowl and engineered to be more aesthetically appealing to a mass audience. After

these renovations distribution was expanded to major pet product suppliers including PETCO and PETSMART.

With the increased demand for production and corporate interest, Burns sold Veterinary Ventures Inc. in 2002 to Northstar Investors the parent company of Meridian Business Advisors who formerly provided business consultation to Burns. Veterinary Ventures has grown into a multi-million dollar company with annual sales revenue increasing each year.

Veterinary Ventures President Sean Rowe said, “The popularity of the Original Pet Fountain has been so massive that it spurred an innovative line-up of additional products that are consistent with our company’s commitment to developing products that contribute to the health and well-being of pets.” Rowe added, “Over the past year, our products have garnered national press coverage from such media as Entrepreneur Magazine and NBC’s The Today Show. That coupled with word of mouth from satisfied customers and increased demand from retailers has meant significant growth for our company... growth that we anticipate will continue for the foreseeable future.”

Other products offered by Veterinary Ventures include The Drinkwell[®] Big-Dog Pet Fountain (which holds more than two gallons and is the largest capacity pet fountain on the market), the ScoopWell[®] (veterinarian-designed litter scoop) and a Drinkwell[®] Cleaning Kit, with three additional products lined up for release in 2006.

With sales at an all-time-high and a host of innovative products ready to launch this year, officials at Veterinary Ventures are looking to the New Year and to the decade ahead with great enthusiasm.

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Founded in 1995 by Veterinarian Dr. Mary Burns, Drinkwell[®] The Original Pet Fountains, are the only pet fountains developed by a veterinarian. Veterinary Ventures, Inc, the manufacturer of the product, is dedicated to the development of health-related pet products for the convenience of pet owners and the well being of their pets. For more information, visit www.petfountain.com or call 866-322-2530.