



FOR IMMEDIATE RELEASE
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Veterinary Ventures Inc. Unveils New Drinkwell® Platinum Pet Fountain

-Drinkwell® Platinum features sleek new design for the ultimate in style and function-

(Reno, NV) – After a decade of success with one of the world’s most popular pet fountains, Veterinary Ventures, Inc. President Sean Rowe is pleased to announce the release of the company’s newest product, the Drinkwell® Platinum Pet Fountain. The all-new design utilizes the same patented free-falling stream of water as the Original Drinkwell® which encourages pets to drink more water, keeping them happy, healthy and hydrated.

The Drinkwell® Platinum features a new snap-on lid to prevent accidental removal of the lid and filter, a pre-filter to catch large particles before they reach the motor, a high capacity charcoal filter and a new submersible pump for nearly silent operation. The Platinum also sports a new sleek, aesthetic design and a stylish “platinum” grey color. An in-line plug helps for easy removal from the wall and rubber feet prevent the unit from sliding.

The Drinkwell® was created by Veterinarian Dr. Mary Burns in 1995 to prevent her cat from drinking from the kitchen faucet. The Drinkwell® features a patented free-falling stream of water that pets crave and helps satisfy their need for proper hydration.

Suggested retail price of the Drinkwell® Platinum Pet Fountain is \$69.99. For more information, or sales locations, visit www.petfountain.com.

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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.