

FOR IMMEDIATE RELEASE

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**Veterinary Ventures' ScoopWell® Receives
Prestigious Editor's Choice Award**



(Reno, NV) November 2, 2005- Cat Fancy Magazine awarded Veterinary Ventures, Inc. with this year's Editor's Choice Award for the ScoopWell®, recognizing it as an innovative and outstanding cat product.

The award is decided upon by 25 editors chosen by Cat Fancy Magazine to scrutinize over a broad variety of cat products until one product stands alone as the most effective in its category.

“We are thrilled to receive this prestigious industry award. The ScoopWell® is one of our newest products and was created with our customers in mind,” said Veterinary Ventures, Inc. President Sean Rowe. “We are committed to continuing to develop products that are convenient for pet owners and contribute to the well being of our pets.”

The ScoopWell® is a veterinarian designed litter scoop engineered to address common problems encountered with other typical scoops. Standard scoops often leave behind small liquid waste clumps of debris in the litter box. The ScoopWell® was designed with a stainless steel scraping edge and two different stainless steel sifting screens. These features effectively remove the smaller pieces of debris other scoops leave behind, without sacrificing drain time. Because the ScoopWell® allows for maximum waste removal, the litter is cleaner and therefore, the box environment is healthier because of reduced residual bacteria, the box has less odor resulting from remaining debris, and the user has to change litter less often, saving money on litter. The ScoopWell® also has a long handle with a soft rubber grip that provides comfort and helps keep hands out of the litter while scooping.

“It is the best I've ever seen... so comfortable to hold and it really does the job,” said Sandy Robins Sandler of Cat Fancy Magazine. “Scooping has never been such a pleasure.”

For more information on ScoopWell®, or for sales locations, visit www.vetventures.com or email at info@vetventures.com. Suggested retail price is \$12.99.

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Founded in 1995 by Veterinarian Dr. Mary Burns, Drinkwell® The Original Pet Fountain, is the only pet fountain 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.