

FOR IMMEDIATE RELEASE

CONTACT: Kerry Sutherland
MassMedia 775.322.0755
kerry@massmediacc.com



VVI's New Litter Buddy™ Wins Cat Fancy's 2008 Editor's Choice Award

*-New 4-in-1 Litter Set Earns Veterinary Ventures, Inc. Products an Incredible
Sixth Editors Choice Award with Dog and Cat Fancy Magazines -*

(Reno, NV) – Veterinary Ventures, Inc. is pleased to announce that its new Litter Buddy™ has been selected as a 2008 Cat Fancy Editor's Choice Award winner, recognizing it as an innovative and outstanding cat product.

The newest in a line of litter products from the maker of Drinkwell® The Original Pet Fountain®, The Litter Buddy™ features a 4-in-1 litter set, which includes a scoop, dustpan, brush and caddy. Each piece of the Litter Buddy™ collapses into the next piece, saving space. The Litter Buddy™ can be mounted on the wall or can stand alone.

“We are honored to have received such a prestigious award,” said Sean Rowe, Managing Director & Principal of Veterinary Ventures, Inc. “We take pride in developing pet products that are not only convenient for pet owners, but help maintain the well-being of their pets as well.”

Past VVI products to earn Cat Fancy Editor's Choice Awards include: the Drinkwell® Original Pet Fountain in 1997, the ScoopWell® in 2005 and the Drinkwell® Aqua Garden™ in 2006. Earning Dog Fancy Editor's Choice awards are the Hydro-Go™ Pet Canteen in 2007 and the Drinkwell® Big Dog Fountain in 2005.

The suggested retail price of the Litter Buddy™ is \$12.99. For more information or to find a retailer near you, visit www.petfountain.com

- ### -

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.