

**FOR IMMEDIATE RELEASE**  
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## **Veterinary Ventures, Inc. Partners With Hill's Pet Nutrition For Major Pet Promotion**

**(Reno, NV)** - Veterinary Ventures, Inc. (VVI), a Reno based pet products manufacturer, is once again teaming up with Hill's Pet Nutrition, Inc. in a nationwide promotion.

The promotion's goal is to raise awareness about urinary health in cats, particularly feline lower urinary tract disease (FLUTD), which is a group of disorders affecting a cat's lower urinary tract and includes the bladder and urethra. According to veterinarians, FLUTD is the number one feline medical problem. The best way to limit the risk of FLUTD is to be sure your cat drinks more water.

Together, Hill's and VVI are the perfect combination to help raise awareness of FLUTD and how to evade the disease in the first place. Hill's offers an entire line of urinary pet food products available through veterinary clinics across the United States under the brand name of Hill's<sup>®</sup> Prescription Diet<sup>®</sup>, and VVI's Drinkwell<sup>®</sup> Pet Fountains provides cats with access to a clean, falling stream of water.

Hill's will be offering Drinkwell<sup>®</sup> the Original Pet Fountains and Drinkwell<sup>®</sup> Big Dog Pet Fountains as raffle prizes online and at pet health fairs and pet expos such as the 16<sup>th</sup> annual Chicagoland Family Pet Expo, Super Pet Expo (Chantilly, VA) and Kansas City Pet Expo. The promotion runs through February 2009.

The Drinkwell<sup>®</sup> was created by Veterinarian Dr. Mary Burns in 1995 to prevent her cat from drinking from the kitchen faucet and to help cats who suffer from urinary and kidney problems that do not drink enough water. The Drinkwell<sup>®</sup> features a free-falling stream of water that pets crave and helps satisfy their need for proper hydration.

The Drinkwell® actually encourages pets to drink more water, ultimately promoting healthier kidney and urinary tract functions. For more information about Veterinary Ventures, Inc. or its products, please log on to [www.petfountain.com](http://www.petfountain.com).

For more information on Hill's® Evidence-Based Clinical Nutrition™ and their family of products, please visit [www.HillsPet.com](http://www.HillsPet.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](http://www.petfountain.com) or call 866-322-2530.*