

Dr. Jack Stephens, Founder of Pet Insurance, Answers Pet Parent Questions

PET INSURANCE QUESTIONS NOW ANSWERED ON MORRIS ANIMAL FOUNDATION WEB SITE

- Pet Insurance Can Allow Pet Parents to Provide Pets with Enhanced Care

Media Contact:

Michael Burke, Morris Animal Foundation
mburke@morrisanimalfoundation.org
(303) 708-3419

Denver/October 30, 2007: The Morris Animal Foundation (MAF) Web site, www.MorrisAnimalFoundation.org, is now hosting a Q&A for pet parents interested in pet insurance. Veterinary services can be costly and problematic for a pet parent, especially when unanticipated. Pet insurance is one means for providing veterinary care – both preventive care, such as vaccinations and spay/neuter surgeries, and care for illnesses or injuries.

Because owners sometimes postpone treatment or opt for euthanasia when they cannot afford care, pet insurance offers a crucial alternative. Pet insurance can help pet parents provide the best care possible. To this end, MAF provides answers about pet insurance on its Web site: www.MorrisAnimalFoundation.org. "To provide pet parents with information," says MAF President/CEO Dr. Patricia Olson, "the MAF Web site features Dr. Jack Stephens, the founder of the pet insurance industry and president of Pets Best Insurance. Dr. Stephens has volunteered his time to answer questions from pet parents."

Pets Best Insurance has committed \$1 million to the MAF effort to cure canine cancer (www.CureCanineCancer.org). With the donation, Pets Best has been recognized as an MAF Canine Cancer Campaign "Super Hero."

According to Dr. Olson, the cost of 21st century veterinary care can sometimes force even the most loving pet parents to make the agonizing decision not to have their animal treated or not treated via the most advanced methods. "It's a terribly sad fact that some pet parents have had to forgo or postpone necessary veterinary care because they could not afford the cost," Dr. Olson states. "Too often, a much loved pet is euthanized due to cost factors. Having pet insurance may have allowed the pet to benefit from all treatment options."

Dr. Olson comments that pet parent consumers should carefully investigate the various pet insurance options available today, selecting the plan that best fits the needs of the pet parent and the animal. There are currently 10 pet insurance companies in the United States.

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About MAF: Morris Animal Foundation, established in 1948, is dedicated to funding research that protects, treats and cures companion animals and wildlife. MAF has been at the forefront of funding breakthrough research studies benefiting animals in some 100 countries, spanning all seven continents on earth. MAF has its headquarters in Denver, Colorado. The Foundation has funded nearly 1,400 humane animal health studies with funds totaling more than \$51 million. One hundred percent of all annual, unrestricted contributions support animal health studies, not administration or the cost of fund raising. For more information, call (800) 243-2345, or visit www.MorrisAnimalFoundation.org.