



FOR IMMEDIATE RELEASE

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AMERICAN KENNEL CLUB AND CAT FANCIERS' ASSOCIATION DEBUT 'MEET THE BREEDS' AT NEW YORK CITY'S JAVITS CENTER

World's Largest Showcase of Cat & Dog Breeds to be Held in October in New York City; Unique Event Presented by PetPartners, Inc.

New York, NY – The American Kennel Club® (AKC®), in conjunction with the Cat Fanciers' Association® (CFA®), is pleased to announce that "Meet the Breeds™" will take place on Saturday and Sunday, October 17th and 18th, 2009 at New York City's Javits Convention Center. Sponsored by PetPartners, Inc. a leading pet healthcare provider, Meet the Breeds is a showcase of over 160 AKC registered dog breeds and 41 CFA registered cat breeds and will be the first stand-alone event of its kind in the world.

AKC Meet the Breeds has been held at every AKC/Eukanuba National Championship show since its inception in 2001, drawing thousands of spectators to the colorful and creatively decorated booths showcasing each AKC registered breed. The booths, created by each breed's national club, are individually decorated to depict the breed's country of origin, historical purpose or function, and attributes as a family pet. Responsible breeders and their dogs, puppies, cats and kittens will interact with the public to educate them on various breeds and responsible pet ownership.

"Because of the overwhelming popularity of this feature at our past shows and the tremendous participation of our Parent Clubs, we have decided to create a stand-alone event geared 100% toward pet lovers. Bringing the internationally respected CFA in adds a new dimension and will allow event goers to experience every breed of dog and cat in the U.S. together under one roof," said Dennis Sprung, AKC President and CEO. "It's an ideal opportunity for any animal lover to enjoy the diversity and beauty in the canine and feline worlds and learn about



breeds directly from the experts. We will offer attractions such as educational demonstrations, vendors and activities for kids and we expect it to become an annual family event.”

“We are so pleased to be joining the AKC for this event,” said Pam DelaBar, President of the CFA. “As many pet owners know, cats and dogs are part of the family. This showcase will allow people to explore more about pedigreed cats and consider what breed will fit in to their lives.”

“As one of the leading providers of pet healthcare insurance, PetPartners is delighted to be the top sponsor of this exceptional event that will help families learn more about responsible pet ownership and how to ensure their pets live long and healthy lives,” said Steve Popovich, CEO of PetPartners.

Demonstrations will include various activities such as dog and cat grooming, Agility (dogs and cats), AKC Canine Good Citizen® Testing, K-9 Search and Rescue and First Aid for dogs and cats.

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The American Kennel Club, founded in 1884, is a not-for-profit organization which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its nearly 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 20,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Companion Animal Recovery and the AKC Museum of the Dog. For more information, visit www.akc.org.

The Cat Fanciers' Association, Inc. (CFA) was founded in 1906 as a non-profit association of member clubs and is the world’s largest registry of pedigreed cats. CFA’s mission is to preserve the uniqueness and beauty of the pedigree breeds of cats, and to enhance the well-being of ALL cats. CFA promotes education, responsible cat ownership and proper care to the owners of millions of cats worldwide. CFA and its affiliates work nationally with local shelters, at a grassroots level, to help improve the problem of stray cats and abuse, and to encourage neuter/spay programs. To learn more about the Cat Fanciers’ Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit their web site at www.cfa.org.

PetPartners, Inc. offers a range of pet healthcare plans for dogs and cats to suit different needs including illnesses, accidents and preventative care. For more information visit www.akcphp.com or www.cfaphp.com or call PetPartners, Inc. at: 866-725-2747.