

Integrated Pet Solutions

FOR IMMEDIATE RELEASE

INTEGRATED PET SOLUTIONS – PIONEERING SENIOR CARE FOR PETS

LOS ANGELES, CA – October 10, 2007 – Founded in August 2006, Los Angeles-based **Integrated Pet Solutions, Inc. (IPS)** is an innovator and manufacturer of high quality products for aging pets.

Through its robust consumer-friendly website, www.seniorpetproducts.com, IPS was the first company to brand itself in the senior pet space; the first pet products company to niche itself by age demographic.

IPS' products reflect the best in science in innovation as evidenced by its two 2007 product launches:

- **Pharmaceutical Grade Supplements for Pets** – the first products made in a US FDA drug-licensed facility to Pharma standards, using human-grade USP ingredients and cGMP standards. In the wake of the food poisoning scandal, pet owners now have the ability to give their products the highest quality and safest products ever created for dogs and cats.
- **SnuggEase™ Protective Pants for Dogs of All Ages** – an innovative solution for owners of incontinent and excitable dogs; dogs in heat and dogs in training. It is the first of IPS' new **SnuggEase™** line of comfortable therapeutic products for aging animals.

IPS' "integration" is underscored by its unique value proposition to its customers and partners. IPS integrates pet owners concerns about the challenges in dealing with their aging friends with innovative product solutions and information to educate and alert them on the options available. The company's integration reaches the pet in terms of quality care and longer happier, healthier lives.

We integrate our strategic partners, vendors, manufacturers and distributors with our visions of building and claiming the senior pet space. Our integration reaches the marketplace in terms of a wide-range of senior-friendly products to fill out the category that we are pioneering.

Finally, we integrate our 15 plus years of information technology to provide a quality online experience with the ability to efficiently process and disseminate information, facilitate commerce and create community. Our integration results in an informed and loyal pet owner base, satisfied and well-served customers and a connected and efficiently managed business partner network – resulting in a profitable going concern.

For more information about senior pet issues and the products available for them, please visit www.seniorpetproducts.com (commerce) or www.integratedpets.com (corporate).

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