



FOR IMMEDIATE RELEASE

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ROCK-N-ROLL K9'S, EXOTIC BIRDS, PET MAKEOVERS HEADLINE AMERICA'S FAMILY PET EXPO IN NOVI, NOV. 16-18

World's Largest Pet and Pet Product Expo Offers Family-Friendly Entertainment With a Variety of Performances, Parades, Petting Zoos and Adoption Opportunities

MONROVIA, Calif. (Oct. 15, 2007) – Agility dog performances, an exotic bird show and multiple dog and cat breed parades are all part of the 4th annual America's Family Pet Expo, the world's largest consumer pet expo, returning to the Rock Financial Showplace in Novi, Mich., on Friday, Saturday and Sunday, November 16, 17 and 18. More than 40,000 people are expected to attend the Expo, which will showcase over 50 breeds of dogs, hundreds of cats and birds, fish, llamas, miniature llamas, reptiles, pigs, rats, mice, rabbits, and exotic animals.

Providing a variety of entertainment for all members of the family, America's Family Pet Expo presents more than 1,000 animals in stage shows, competitions and demonstrations. The Rock-N-Roll K9's Performance Team will feature a variety of dogs performing agility tricks.

Joe Krathwohl, also known as The BIRDMAN of Las Vegas, will perform his famous show with appearances from his entourage of birds, as well as present his Creepy Crawly Critter Show. Famous dog trainer Renee Jones, sponsored by JeffersPet.com, will also be at the Expo to demonstrate innovative new ways to train our four-legged friends. Animals will be available for adoption in the Adoption area, sponsored by PETCO Animal Supplies.

The Pet Expo also offers consumers access to pet products at show special pricing, interaction with top animal experts, participation in pet adoptions and the opportunity to experience hands-on interaction with animals from all walks of life. In addition, numerous animal clubs, organizations, breeders and pet rescue groups invite the public to hold, pet and learn all about their animals.

There will be dozens of local adoption agencies and rescue organizations on hand in the Adoption area. At last year's Expo, homes were found for hundreds of animals. Some lucky pooches will be selected to receive a Doggie Makeover, sponsored by Oster Professional Products, and then receive a quick obedience lesson at Doggie Finishing School, sponsored by JeffersPet.com, and then will strut down the runway in the Fashion Show of Adorable Adoptables, sponsored by PetSource.org.

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Children will be delighted to spend time in Kids' Korner, where they will have fun making a craft to take home, listening to presentations designed just for children their age, and having their favorite animal painted on their cheek. They will also have the opportunity to take a ride on a pony at Ponies "R" Us and pet the animals at Miller's Petting Zoo. Parents/guardians will have the opportunity to have their children visit the finger printing booth, which will provide a record of their child's identification.

The Kid's Aquarium Contest, sponsored by Seachem/Jurassi Pet, offers school age children the opportunity to have a free 10 gallon aquarium and the works as they learn the responsibility of pet ownership. Register now at www.PetExpoNovi.com.

America's Family Pet Expo is presented by the World Wide Pet Industry Association, Inc. (WWPIA), a 56-year-old nonprofit organization dedicated to promoting responsible pet care.

The Rock Financial Showplace is located at 46100 Grand River Ave., Novi, MI 48374, on I-96 between Beck and Taft Roads (exit 159, 160 or 162). Event hours are Friday from 1:00 pm to 9:00 pm.; Saturday from 10:00 am to 7:00 pm., and Sunday from 10:00 am to 6:00 pm. General admission is \$10. Children ages 6 to 12 can get in for \$4, and children 5 and under are free. The admission price for seniors 60 and older is \$8.

The Pet Adoption sponsor is PETCO Animal Supplies. Bronze sponsors are Hill's Pet Nutrition, Inc., Natural Balance Pet Foods, Inc., Oster Professional Products, Pet Care Trust, and the Pet Industry Joint Advisory Council (PIJAC). Sponsors are Dog Fancy/Cat Fancy JeffersPet.com, Nutro Products, Inc., Pet Food and More, Renewal by Andersen, and Seachem Laboratories/Jurassi Pet.

To download discount coupons, please visit www.PetExpoNovi.com. For further information, please call (800) 999-7295.

ABOUT THE WORLD WIDE PET INDUSTRY ASSOCIATION

The World Wide Pet Industry Association, Inc.® (WWPIA) is the oldest industry organization promoting responsible growth and development of the companion pet and related products and services. As society's "humanization" of pets grows stronger, WWPIA knows it is important to inform and educate the general public to ensure safe and healthy lifestyles for our animal friends. WWPIA plays host to America's Family Pet Expo, the largest consumer show in the world, twice each year in Costa Mesa, Calif., and Novi, Mich. The organization also holds SuperZoo (www.superzoo.org), an annual pet industry trade show that showcases a comprehensive collection of exhibits and offers a variety of informative educational seminars known as SuperZoo University. In addition, WWPIA has developed a Web site for both the industry and the consumer called PetSource.org (www.petsource.org). This new Web site is a one-stop resource for information on pets of all kinds. For more information on WWPIA, please visit www.wwpia.org.

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