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18th ANNUAL AMERICA'S FAMILY PET EXPO IN ORANGE COUNTY GROWS BY LEAPS AND BOUNDS

World's Largest Pet and Pet Product Expo Sees 15 Percent Increase in Attendance Over Last Year; Also Posts Double-Digit Growth in Exhibitors and Sponsors

ARCADIA, Calif. (May 1, 2007) – America's Family Pet Expo, presented by the World Wide Pet Industry Association, boasted double-digit growth during its reign April 13-15 at the Orange County Fairgrounds in Costa Mesa. Ticket sales and show attendance were up 15 percent over last year, while the number of exhibitor booth spaces increased by 18 percent, and sponsorships were up by more than 20 percent.

"The 2007 Pet Expo was one of our most successful events to date," said Doug Poindexter, executive vice president, WWPIA. "We attained double digit growth from the previous year in every category, from ticket sales to the number of pet adoptions. As the leading non-profit agency promoting responsible pet care, we are thrilled that thousands of consumers had the opportunity to experience a weekend of entertainment while learning about various animal species and proper pet care. The crowds in attendance are further evidence of the increased importance pets play in our daily lives."

Now in its 18th year, America's Family Pet Expo has become a highly regarded event within the community. This year, nearly 600 pets from local Southern California rescue groups were adopted. World class entertainers such as the "Dog Whisperer" Cesar Millan, Valentine's Famous Pigs and The Birdman (of Las Vegas) gave educational animal performances to the delight of both the young and old alike. Hundreds of pet product exhibitors and breeders from around the country packed the walkways and breezeways of the fairgrounds, touting new products and educating consumers on all facets of pet care.

The event's sponsors, including presenting sponsor Ralphs, also contributed to its success. The Adoption Pavilion was sponsored by PETCO, the PETCO Foundation and Nutro Products, Inc. Cat Show sponsor was Iams Brand. Silver sponsors included Avoderm Natural/Active Care., Canidae Pet Foods and Precise Pet Products. Bronze sponsors included Hill's Pet Nutrition, Inc., Natural Balance Pet Foods, Inc., Oster Professional Products, PIJAC and The Pet Care Trust. Additional sponsors include *Better Homes and Gardens*, Bow Tie Inc., *Dog Fancy/Cat Fancy*, Grand Pacific Resorts, Jefferspet.com, Marineland, Oxbow Pet Products, Pacific Monarch Resorts, Pup-peroni, Seachem/Jurassi Pet, Shell Vacations Club, Veterinary Pet Insurance and World Mark by Wyndham.

America's Family Pet Expo will be held in Novi, Mich., Nov. 16-18, 2007.

ABOUT THE WORLD WIDE PET INDUSTRY ASSOCIATION

The World Wide Pet Industry Association, Inc.[®] (WWPIA) is the oldest pet 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, 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. For more information on WWPIA, please visit www.wwpia.org.

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