



News Release

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2nd Chance for Pets Featured in The Wall Street Journal

Los Gatos, CA (March 2008) – 2nd Chance 4 Pets was featured in the December 17, 2007 and March 21, 2008 issues of *The Wall Street Journal*. The nonprofit organization is dedicated to reducing the tragic euthanasia of pets due to the death or incapacity of their human companions.

The December 17th “*Good Boy*” and the March 21st “*Ask Personal Journal*” articles in *The Wall Street Journal* highlighted the increased interest among pet owners to establish plans for their pets in the event that their pets outlive them. Both articles recognized 2nd Chance 4 Pets as a resource for pet owners when planning for the *lifetime care* of their pets.

According to 2nd Chance 4 Pets Director Amy Shever, “Each year thousands of animal companions are surrendered to shelters throughout the U.S. and are euthanized simply because the pet owners passed away without making plans for their continued care.”

About 2nd Chance 4 Pets:

The mission of 2nd Chance for Pets is to reduce the number of pets unnecessarily euthanized each year due to the death or incapacity of the human companions who care for them. 2nd Chance 4 Pets is a nonprofit, 501(c)(3) all-volunteer organization. The organization works nationwide to provide pet owners with comprehensive information and lifetime care solutions for their pets. Please visit www.2ndchance4pets.org for more information.

About The Wall Street Journal:

The Wall Street Journal, the flagship publication of Dow Jones & Company is the world's leading business publication. Founded in 1889, The Wall Street Journal has a circulation

of more than 2 million, reaching the nation's top business and political leaders, as well as investors across the country. Holding 33 Pulitzer Prizes for outstanding journalism, The Wall Street Journal provides readers with trusted information and knowledge to make better decisions. The Wall Street Journal print franchise has more than 750 journalists world-wide, part of the Dow Jones network of nearly 1,900 business and financial news staff. Other publications that are part of The Wall Street Journal franchise, with a global audience of more than 3.8 million, include The Wall Street Journal Asia and The Wall Street Journal Europe. The Wall Street Journal Online (WSJ.com) is the largest subscription news site on the Web with 10.9 million users each month. In 2007, the Journal was ranked No. 1 in B to B Magazine's Media Power 50 for the eighth consecutive year. The Wall Street Journal Radio Network services news and information to more than 280 radio stations in the U.S.