



Newsletter

November 1, 2008
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Pets 1st Grand Opening

The newest pet supply retailer, Pets 1st, officially opens October 18th at 4816A W. Lloyd Expressway, Evansville, Indiana 47712. A live radio remote, fun, and treats for dogs, cats, and their human friends were on hand.

Pets 1st owners, Dorene and Jeff Dickman, started Pets 1st as a pet food and product delivery company over one year ago with much success.

Since the Pets 1st delivery customers also enjoy taking their pets out and about town, many voiced a desire for a store where they could take their four-legged friends shopping for the natural food and treats they rely on to keep them at optimum health.

Now, looking forward to helping even more pets live longer, happier, and healthier

lives by sharing knowledge about and offering healthy, natural, safe products, the Dickman's have opened a retail store and launched a full-featured, shopping-enabled web site (see "Web Site story, page 2).



Pets 1st, Inc. Store Front

Store Manager and Pet Wellness Consultant, Shannon Arnold, is a wealth of knowledge. She knows the ingredients and qualities of all the pet foods we have – and most of the ones we do not have – frontwards and

backwards to help you make the most educated choices. She will be happy to assist you with which kibble or toy might be best for your pet.

Danielle Park, also a Pet Wellness Consultant, has a background working with a local Holistic Veterinarian. She can assist you with food recommendations, food energetics, exercise plans, and behavior issues, so your pet can be happy and enjoyable to be with.

We look forward to speaking with you and your four-legged family member at our new store.

Pets 1st, "Where we care about your pet."

Inside this issue:

Recalls	2
Treats Matter	2
New Web Site	2
Supplement Spotlight	3
Fido Fest	3
Holiday Gift Ideas	3

Natural Dog and Cat Foods, Which One?

We have many dog and cat food brands available and are always up on the latest ingredients and manufacturing processes.

For some brands, we may only carry part of their line due to palatability, ingredients, flavors, or other reasons.

For other brands, we may

carry the entire line from dry to canned, and even raw.

What we carry will have tried and true core ingredients that we would – and do – use for our own pets. However, as manufacturers decide to include ingredients that do not meet our standards, or as new foods emerge in the market, we

may change our products accordingly.

Confused about which brand or formulation is right for your pets? Speak with one of the Pets 1st Pet Wellness Consultants. She will be happy to guide you based on your pet's age, activity level, and current health status.

Some Food Allergy Symptoms:

- Chronic anal gland and ear infections
- Hair loss and/or Hot Spots
- Excessive scratching
- Any or all of the above that occur year-round and do not respond to antihistamines.

According to the FDA

Since March 16, 2007, more than 150 brands of pet food have been voluntarily recalled by a number of companies.

Recalls

As a Pets 1st customer, you don't have to constantly worry about your pet food being involved in a recall.

But if you want to put your mind at ease and see for yourself, just check the FDA's pet food recall area, <http://www.accessdata.fda.gov/scripts/petfoodrecall/>, and take

note of the brands that are consistently being recalled.

Those brands are typically grocery store and "box" store brands that do not contain the quality ingredients or do not follow the manufacturing standards in use by the brands offered by Pets 1st.

The Wellness Consultants at Pets 1st consistently monitor pet food recall bulletins.

In the unlikely event that any of our brands are involved in a recall, we will take immediate action to pull the product and inform the purchasers of the recall.

We care!

Treat Ingredients – Are They As Important?

A resounding YES!

We all get enjoyment from giving our pets treats, and of course it makes them happy, too. It also helps nurture the bond we have created with them.

Some of our four-legged friends may take medication hidden inside a treat on a daily basis. That treat is very important.

However, many of the pet treats available at the grocery

store or large chain stores are filled with useless fillers and lots of harmful preservatives.

It may seem like common sense to feed a healthy treat if we feed a healthy food, but many knowledgeable pet owners do not even think about this circumstance. Many treat ingredients can actually harm your pet, or undo the benefits you see from feeding a healthy food.

At Pets 1st, we have a wide variety of natural, safe, and

yummy dog and cat treats.

For dogs, we have crunchy, savory biscuits, soft and small training treats, chewy jerky-like strips, and an array of natural rawhides.

Cats can eat any of the dog treats, but we have special ones for them as well that are small and soft, and easy for a cat to fit their little mouth around.



New and Improved Web Site Now Online

If you haven't checked out the new Pets 1st web site yet, you really are missing out!

<http://www.pets1stdelivery.com> now has a fully functioning shopping cart and lots of good information on the food and products we carry. Every week, new treats and

toys are added as we get them in to the store. And more will be added soon!

Now there are three convenient ways to purchase your products from Pets 1st: On line, by phone, or visit the store!

And now you can track the progress of our "Naturally Saving Lives" project on our web site. Go online and see Cassidy and Dax (f/k/a Sundance), and read about their impressive transformations into vibrant, healthy, adoptable pets!

Pets 1st Inc.

4816A W. Lloyd
Expressway
Evansville, IN 47712

(812) 424-PETS (7387)

www.pets1stdelivery.com

Supplement Spotlight

The Flying Basset™ is the first and only organic whole food pet supplement line of products available in the marketplace. All of the Flying Basset™ supplements are made with 100% human grade ingredients.

<http://www.theflyingbasset.com>



Where We Care About Your Pet

Fido Walk & Fun Fest

On Saturday, September 13th, Pets 1st was invited to have a booth at the VHS Fido Walk & Fun Fest to help spread the word about why premium pet food is so important to our pets.

Danielle Park and her three-legged sidekick, Tic-Tac, a hairless Chinese Crested, were happy to be there and answer questions.

An informative primer titled “Feeding for the Health, Life, and Longevity of Your Pet” was eagerly accepted

by many Fido Fest patrons, along with free samples of tasty, crunchy bones.

A Pets 1st business card attached to the inside of the primer had a valuable coupon of Five Dollars off any in-store purchase of Twenty-five Dollars, and One Dollar of each sale will be donated to help the animals at the Vanderburgh Humane Society.

We were very happy to participate and hope that it will be one of many

successful fests. Pets 1st is always happy to help the community of pets and their owners.

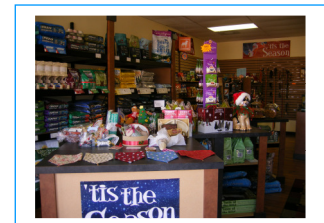


CLICK HERE TO REGISTER AND START RAISING FUNDS TODAY!

Vanderburgh Humane Society's Fido Walk & Fun Fest.

**For adoptions:
(812) 426-2563**

Holiday Gift Ideas from Pets 1st



Newsletter feedback: Contact info@pets1stdelivery.com, or call (812) 205-7248. This and other Newsletters can be found at www.pets1stdelivery.com.