

FOR IMMEDIATE RELEASE

## **VetStoreRx educates pet owners about pet-foods recall**

Annapolis, Md. (March 21, 2007) – VetStoreRx ([www.vetstorerx.com](http://www.vetstorerx.com)), the first online pharmacy partner for veterinarians, is helping educate pet owners about the recent recall of wet foods for dogs and cats manufactured by Menu Foods.

VetStoreRx provides information through a unique Web-based platform that helps veterinarians maintain regular contact with pet owners about issues related to pet health and safety. The company contacted all pet owners potentially impacted by the recall and ensured that the product was not tainted and their pets were not suffering any ill-effects. VetStoreRx was able to determine that none of its clients had issues associated with the recall.

In 2006, during an even larger pet food recall, VetStoreRx quickly mobilized its customer care team to reach both veterinary clinics and consumers potentially affected by the recall. The unique VetStoreRx model provides direct consumer contact on veterinarians' behalf via the Web or by telephone or facsimile.

"While only two of the pet food brands we distribute are included in this recall, VetStoreRx knows the important role that pets play in our customers' lives," said Elizabeth DeLomba, DVM, VetStore RX technical services director. "We want them to be informed about products that affect their pets' health, whether or not we provide them."

Lams and Eukanuba are the only brands currently distributed through VetStoreRx with products being recalled. All Lams and Eukanuba products carry a 100 percent guarantee, and consumers can receive a refund for recalled products. For more information, consumers can contact the company at 1-800-882-1591 or visit [www.lams.com](http://www.lams.com) and [www.Eukanuba.com](http://www.Eukanuba.com).

VetStoreRx, which delivers pharmaceuticals and pet care products directly to consumers' homes, encourages consumers to contact their veterinarian if they have concerns or questions about their pet's health, DeLomba said.

"We know that veterinarians are the most trusted and reliable source of information for pet owners," she said. "Our job is to support this important relationship."

VetStoreRx provides peace of mind and convenience to pet owners by offering only veterinarian-approved prescription medications and over-the-counter products. Any drug orders are initiated by the pet owner's veterinarian and filled by VetStoreRx's nationally and state-licensed pharmacists.