



We pamper them. We bring them wherever we go. We surprise them with something new on special occasions. They even get holiday presents. They are our pets! We will love them forever.

Who We Are: Mypet4ever.com is a sole proprietorship created by Anita Smullin and Bonnie Juarez. Mypet4ever.com provides custom online pet memorials.

Benefits of Partnering with mypet4ever.com:

- Your company or charity of choice receives 10% of each completed transaction from mypet4ever.com
- We provide exclusivity of our service for 12 months. We will not offer this service to any other national retailer of your same industry for 12 months.
- Point of Service materials (brochures, business cards, gift certificates, flyers) provided by mypet4ever.com.
- Your company will benefit by providing a service not offered by your competitors. Technology savy (and not so savy) customers will enjoy this opportunity to memorialize their pet online forever.
- POS materials provided at no cost.

Reporting:

- The customer will simply input the transaction number from their sales receipt when registering within our website.
- Stats will be reported monthly to the OM or Corporate Contact

How

- POS material (brochures/business cards /gift certificates/brochure holders) will be provided for all approved locations.
- Attach brochure to all customers invoices / receipts to promote online pet memorials and online living pet tributes
- Keep a stack of brochures, which we will provide, in customers' reach.

Pet Owner Stats

- According to the 2007-2008 National Pet Owners Survey, 63% of U.S. households own a pet, which equates to 71.1 millions homes and Americans are shelling out big money to memorialize their animals.
- Total Number of Pets Owned in the U.S. (millions)
 - Bird 16
 - Cat 88.3
 - Dog 74.8
 - Equine 13.8
 - Freshwater Fish 142.0
 - Saltwater Fish 9.6
 - Reptile 13.4
 - Small Animal 24.3

- Total U.S. Pet Industry Expenditures

<u>Year</u>	<u>Billions</u>
2007	\$40.8 Est.
2006	\$38.5
2005	\$36.3
2004	\$34.4
2003	\$32.4
2002	\$29.5
2001	\$28.5
1998	\$23
1996	\$21
1994	\$17

- The amount of money people spend on their pets has nearly doubled during the last 10 years, from an estimated \$21 billion in 1996 to \$40.8 billion in 2007. **As the cost of owning a pet has grown, so has the cost of dealing with a pet's death.**
- There are more than 400 Pet Cemeteries in the United States. The oldest operating Pet Cemetery in the United States is the Hartsdale Pet Cemetery in New York, established in 1896; approximately 70,000 pets to date.
- The largest Pet Cemetery in the United States is Bide-A-Wee Home Association, also located in New York. Bide-A-Wee. It operates at least three animal shelters, as well as its satellite Pet Cemeteries and has over 5000 pets in one site alone.

* Sources: American Pet Products Manufacturers Association 2007, Columbia University Journal, and IAOPCC