



FOR IMMEDIATE RELEASE

## Pet Health Insurance Provider Pets Best Insurance Launches Informative E-Newsletters for Cat and Dog Owners Nationwide



Pet insurance company, Pets Best Insurance launches two e-newsletters featuring pet health information for cat and dog owners to provide helpful information to pet enthusiasts everywhere.

BOISE, ID- November 23, 2011— Pets Best Insurance announced it has two new e-newsletters which will provide valuable pet health information and general related news to its policyholders and any pet owners who wish to subscribe.

The monthly e-newsletters will feature articles and videos providing timely pet health information. Various real-life pet health insurance "Claims of Fame" will be showcased along with recommended products, pet fashion trends, pet-related charity events, advice and contests. Pets Best Insurance designed the new e-newsletters to provide helpful information to pet owners by providing a fun and educational pet care resource with overall pet wellness in mind.

The two separate monthly emails will feature pet health information on cats and dogs, respectively, and will include a range of helpful information for pet owners. They will highlight how to cope with pet behavioral issues and feature special offers and savings from other pet related companies. Pets Best Insurance is focused on providing independent content and pet health related news in each newsletter.

Current features include an article about Thanksgiving dinner and your dog, a video on helping overweight dogs and cats slim down and an article about the growing cat obesity problem. Each e-newsletter will also feature a column from the original founder of pet health insurance in the US, Dr. Jack Stephens. Dr. Stephens' column will address topics such as how much to feed your pet, cancer concerns with animals and other tips and answers to common pet health questions.

"Pets Best Insurance is committed to promoting the health and well-being of all pets. Accordingly, we feel that these e-newsletters will be a helpful and fun source of information for the continued care and happiness of pets and pet owners everywhere," said Chris Middleton, Vice President of Marketing at Pets Best Insurance.



To sign up for the newsletter, visit <http://forms.petsbest.com/pet-newsletter/> or get a free quote at [www.petsbest.com](http://www.petsbest.com).

**About Pets Best Insurance**

Boise, Idaho-based Pets Best Insurance provides pet insurance plans that reimburse pet owners for a straightforward 80 percent of veterinary services after a deductible, with no benefit schedules or fee restrictions. Pets Best Insurance plans do not include age restrictions and allow the pet owner to choose any licensed veterinarian. Any pet has guaranteed acceptance for accident-only policies, ensuring that even seriously ill pets can be insured against unexpected costs from accidental injury. The Pets Best Insurance team is a group of pet lovers who strive to deliver quality customer service and value. Aetna Insurance Company of Connecticut (AICC) underwrites insurance plans offered and administered by Pets Best Insurance. This material describes Pets Best Insurance plans in general terms. Eligible expenses and coverage may vary, depending on your plan selection. All pet insurance plans have limitations and exclusions. Information is believed to be accurate as of the production date; however, it is subject to change. For more information, visit Pets Best Insurance at [Petsbest.com](http://Petsbest.com) or phone 877-PetsBest (738-7237). You may also follow them on Facebook at [www.facebook.com/petsbestinsurance.com](http://www.facebook.com/petsbestinsurance.com)

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