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PetPace Introduces New Health Monitor Collar for Cats

- *Company's revolutionary wearable tech for dogs is now available for felines -*



(Boston, MA) – PetPace, a leading provider of innovative wearable health monitoring technology, which recently released a smart health and wellbeing collar for dogs, today announced the launch of a matching collar designed specifically for cats. Now, cat parents, too, can enjoy peace of mind, knowing they will be alerted immediately when abnormal vitals, physiological or behavioral patterns are detected in their pets.

“There are approximately 38.9 million cat-owning households in the United States, putting cat ownership at an all-time high,” said Abraham Menkes, PetPace CEO. “We have been thrilled with the overwhelmingly positive response to our dog collars and are confident that cat lovers will want one as well.”

Designed for use on cats over 8 lb., PetPace uses non-invasive sensors to accurately and continuously monitor temperature, pulse, respiration, activity levels, calories and more throughout the day. The data, accessible to cat parents via a smartphone app, is then uploaded to a proprietary cloud-based engine which analyzes individual historical and breed-specific attributes. If the collar detects any abnormalities, an alert is sent in real-time to the cat owner and veterinarian, allowing for prompt attention and treatment of the issue.

“When you love something as much as owners love their pets, health is of the utmost importance,” said Dr. Asaf Dagan, Chief Veterinarian for PetPace. “Cats are truly part

of the family, but there is a gap in our ability to detect their pain or medical conditions. PetPace closes this gap by enabling cats, for the first time, to ‘tell’ us how they feel, **which lets** owners rest assured that their cat’s disease or discomfort doesn’t go unnoticed,” he concluded.

Developed in cooperation with expert veterinarians, the PetPace collar and its data are also intended for use by veterinarians to aid in both in-hospital monitoring and follow-up monitoring after discharge from the hospital.

PetPace is now shipping collars to all areas of the United States. The collar retails for \$150 with a \$15/mo service fee.

For more information on PetPace, visit www.petpace.com. For media inquiries, b-roll, hi-res images and interview opportunities, contact Jamie Baxter at jamie@theimpetusagency.com.

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PetPace was founded in 2012 with the goal of improving the quality of life of pets. PetPace wearable technology remotely monitors pets’ vital signs, utilizing advanced analytical methods to alert that a problem may exist. The low power, wireless smart collar fitted with an array of sensors, reports abnormal vital signs, physiological and behavioral parameters. Once an abnormal sign or behavior is detected, a sophisticated cloud-based analytical engine evaluates the signs and if needed, an immediate alert regarding suspected condition allowing owners or veterinarians to take pre-emptive action to protect their pet’s health.