

## Rover Goes Digital in King County

*Dogs and cats get digital ID tags in new pilot program through Regional Animal Services of King County and PetHub.com*

**April 21, 2014, Seattle, Washington** -- PetHub.com, the world's fastest way to get lost pets home, and Washington State's King County, home of more than 400,000 dogs and cats, have teamed up to offer four-legged family members a new 21st century ID tag that promises to increase the chances of a lost animal's return while reducing the number of animals in shelters.

"What caught our attention about PetHub were its dramatic results," said Dr. Gene Mueller, manager of Regional Animal Services of King County (RASKC). "96% of animals returned by PetHub are home in less than a day, before they enter a shelter." Such results will support King County in its goal of getting pets back to their families more quickly, and helping to reduce the number of animals in the shelter.

"Over \$2 billion is spent annually by shelters in the U.S. to provide food, critical care, and a safe bed to lost animals," said Tom Arnold, Founder of PetHub.com. "Our goal is to get a lost dog or cat home before it can become injured through fights with other animals, taken in by strangers thinking the dog is homeless, or enter a shelter."

PetHub's system links a physical ID tag to an animal's online profile that can be safely accessed by anyone with a mobile device, whether a smartphone or standard cellular phone. That profile can be updated free-of-charge at PetHub.com to allow the owner to list emergency contact information, including that of anyone who helps care for the animal, such as spouses, pet sitters, veterinarians, and other family and friends. Optional upgrades include "found pet" alerts, GPS notifications, and a way to broadcast a missing pet's profile to local shelters and businesses (think "Amber alert" but for pets).

"Starting today, and for the next month, or until we run out of the 500 tags we've set aside for this pilot, anyone registering a new pet license through PetHub.com will receive the new digital ID tag that is 'powered by PetHub,'" said Denise McCollum, marketing and licensing program manager for RASKC.

The pilot program runs from April 21 until May 20, 2014, allowing RASKC and PetHub to gather feedback from King County pet owners. Over the course of the month, 500 tags will be provided to pet owners registering new dogs and cats that live in King County. It is important to note that only animals living within the Regional Animal Services of King County service area are eligible for this opportunity. This includes 25 partner cities and unincorporated King County. For a complete list, go to [www.kingcounty.gov/safety/regionalAnimalServices/GetHelpNEW/ServiceArea.aspx](http://www.kingcounty.gov/safety/regionalAnimalServices/GetHelpNEW/ServiceArea.aspx).

For more information on digital IDs and eligible locations, please visit [www.PetHub.com/RASKC](http://www.PetHub.com/RASKC).

### About PetHub™

PetHub, Inc., is focused on getting lost pets home faster and safer than any other solution available by utilizing current and new technologies, including QR coded pet ID tags, NFC wireless technology, GPS mapping, and real-time notifications. 96% of PetHub recovered "pack members" are home again in under 24-hours. The company has multiple software and hardware patents pending on its ID tags and Internet services. Success stories can be found at <http://PetHubFound.me>. PetHub is available in English, German, French, Dutch and Italian languages, with nearly 100,000 users throughout the world.

**About RASKC**

Regional Animal Services of King County (RASKC) is a joint effort between 25 partnering municipalities and unincorporated King County to advance public health, safety, and animal welfare in the communities we serve. Annual license fees collected from dog and cat owners are used to promote animal adoptions, teach responsible pet ownership, investigate animal cruelty, enforce local regulations, and provide safe shelter to abandoned, surrendered, or lost pets. Licenses are sold at the King County Pet Adoption Center in Kent, local city halls, many veterinary clinics, and online at [www.kingcounty.gov/pets](http://www.kingcounty.gov/pets).

**Press contact:**

Lorien Clemens  
[Lorien@pethub.com](mailto:Lorien@pethub.com)  
866-795-8440 x 704