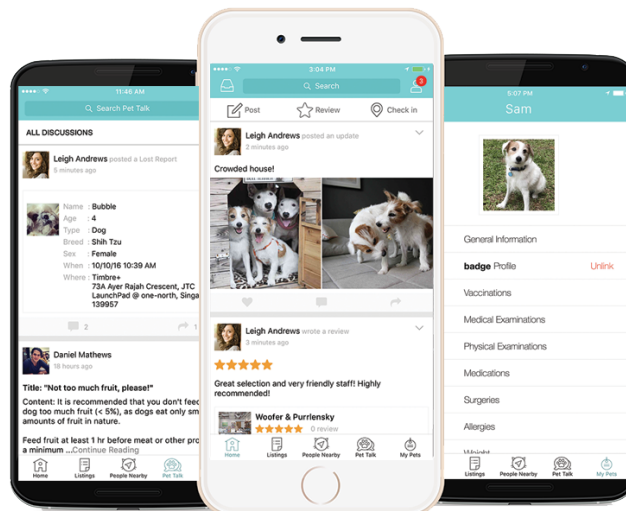


Press Release

**FOR IMMEDIATE RELEASE**  
SUPERZOO BOOTH #2531



**AWARD-WINNING INTELLIGENT PET ID TAG DEBUTS SPECIAL COLLABORATIVE PRODUCTS AND NEW DESIGNS AT SUPERZOO**  
*Pet Widget, a social network for pet lovers, and its companion intelligent pet ID tag, Badge, changes the way we care for our pets*



**Las Vegas, Nevada** – Pet Widget will debut special collaborative products, and its new Badge collection at Super Zoo this year. This free-to-download pet-driven social network aims to improve the way we care for pets by connecting pet-loving folks to useful services, and to each other. Pet Widget is proud to be the recipient of the prestigious Best New Product award in the Technology Category at the Pet Industry Association of Australia Pet Expo.

**Badge – pioneering a faster, easier way of reuniting lost pets with their owners**

In creating a pet profile on Pet Widget, users are also able to automatically synchronize their pet's details with Badge, the first intelligent pet ID tag of its kind. Utilizing Near Field Communication (NFC) and QR technology, the Badge tag can be attached to regular collars and significantly eases the process of reuniting lost pets with their families. Once Badge is scanned, or if the unique ID is entered on the Pet Widget website, the person who finds the lost pet will have access to key information (i.e. owner's contact details, allergies) and will be able to contact its owner immediately. The information made available visible on the scan is controlled by the

owner. Badge will also alert anxious owners through Pet Widget to show the last location where a lost pet's Badge ID was scanned.

Says Ivan Loh, Founder of Pet Widget, "I've been through the process of searching for my dogs when they went missing and it was extremely trying. Locating owners through the existing microchip system is long, tedious and often unsuccessful as microchips only carry a serial number that requires specific equipment to read. However, almost everyone has a smart phone. It's never been easier to build meaningful connections and we're really excited to see how Pet Widget and Badge will help to promote responsible pet ownership and encourage more pet-friendly cities."



Badge retails at US\$29.95.

### **Special Collaborations – changing the industry, one brand at a time**

In the quest to encourage responsible pet ownership and provide as many pets as possible with on-demand identification, Pet Widget has made Badge ID into an open platform. This was done to encourage impactful partnerships with quality pet accessory manufacturers, by allowing Badge IDs to be embedded in suitable products such as collars, harnesses, and other wearables.

This win-win strategy will immediately provide partner brands with a ready on-demand identification platform to give their products an edge over stiff competition in an already saturated market. Incorporating the Badge ID is an additional value that boosts product retail margins at minimal cost, and without the need to hold extra inventory.

For more information, visit [www.petwidget.com](http://www.petwidget.com).

## **About the Pet Widget app – a new way to connect with the pet community**

A free to download app, Pet Widget allows pet owners to create profiles for their pets with adorable photos and information such as name, breed and owner details. The app can also help owners stay on top of vaccinations, vet visits, and other medical needs, by sending out alerts and reminders.

Existing and would-be pet owners will have access to comprehensive lists of pet services and recommendations for pet-friendly businesses rated by fellow users, from cafes to groomers and even transportation for their pets.

Users can also interact through Pet Talk – a communal platform for users to share articles, photos and discussions – or connect offline by becoming walking buddies if they're in the same vicinity.

Pet Widget may be downloaded on the Apple App Store and Google Play.

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**For more information or assistance, please contact:**

### **Pet Widget**

Ivan Loh/Loo Ke Ying

Email: [ivan.loh@petwidget.com](mailto:ivan.loh@petwidget.com)/[keying.loo@petwidget.com](mailto:keying.loo@petwidget.com)

Call: +65 6635 1433