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**NEW SMART PET TAG LETS YOU TRACK YOUR PET  
AND STORE VITAL HEALTH INFORMATION**

ALISO VIEJO, Calif., June 03, 2016 - PetHealthlocker, a provider of SMART pet products that work with smartphones, today announced the SMART Pet Tag for tracking your pet and storing important health and licensing information.

The SMART Pet Tag works with the PetHealthlocker mobile app on any iPhone or Android smartphone to create a public profile page for each pet. Each tag has a web address and ID on the front and a QR code on the back that links to the PetHealthlocker app. Unlike a microchip that can only be read by a vet or pet rescue (if they have a reader), the SMART Pet Tag can be scanned and the information read from any smartphone, increasing the chances of your pet being identified and returned home quicker.

Once the SMART Pet Tag has been scanned or the ID number has been entered on the website, the pet's public profile can be viewed and a message can be sent with the GPS coordinates of the location so the owner knows exactly where their pet is located. Since the tag has a profile associated with it, more than one number can be listed so if the first person contacted isn't reached, additional backup numbers can be tried. There is an address and details area on the profile as well, giving the person finding your pet more information about them and any special requirements or needs.

"Our primary focus is keeping pets safe and making sure a member of the family is returned home safely using the SMART Pet Tag," said Chris Rotberg, founder of

PetHealthlocker. "Since most people have a smartphone we wanted to make sure our SMART Pet Tags worked great with them. We've enabled the smartphone to be the first thing a person can use when they find a lost pet, getting accurate phone numbers and information about the pet."

In addition to locating your pet quickly, the SMART Pet Tag lets you store important information about your pet, including health records, immunizations, licenses, insurance, pictures, etc. The app features an Inbox for each pet, customizable folder storage, and easy image and document capture using the camera on your smartphone.

Rotberg continues, "We are more than just a tag company. We are dedicated to helping keep pets healthy as well. Two main concerns for our pets are being overweight and medical issues in the older pet population. Our app was designed to not only work with our tags, but to also manage a pet's health records, medical conditions, immunizations, and other information specific to each pet."

### **About PetHealthlocker**

For more information on PetHealthlocker or the SMART Pet Tag, visit [www.PetHealthlocker.com](http://www.PetHealthlocker.com).

### **About SuperZoo**

SuperZoo is the most popular trade show for the pet retail industry in North America and provides independent pet store owners with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and was listed a Trade Show Executive's Gold 100 trade event in 2014. Produced by the World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's

Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, the Atlanta Pet Fair & Conference, held in Atlanta, and the Aquatic Experience, held in Chicago. For more information:

[www.superzoo.org](http://www.superzoo.org).

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