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Positioning Animals Worldwide (PAW) Selects M-pact Marketing to Serve as Extension to Marketing Team

Marketing agency chosen to boost company's marketing activities through series of targeted deliverables

RALEIGH, NC – November 12, 2009 – M-pact Marketing, the premier marketing services agency geared to supporting small to mid-size businesses, today announced its strategic partnership with Positioning Animals Worldwide (PAW), a leader in pet tracking technology and recovery services. M-pact Marketing will help the company identify and target key channels and audiences through a series of point-of-sale displays, email marketing campaigns and sales materials.

"We chose M-pact Marketing because of their experience helping small businesses similar to ours grow through the full-scope of strategy and execution," said Chris Newton, chairman and CEO of PAW. "We're excited to work with M-pact's talented professionals. They are truly an extension of the PAW team and will help us boost our marketing efforts and accelerate our growth. With every new customer we gain, that's one more pet being protected by SpotLight!"

PAW focuses on improving pet protection through the development and sale of technologically-advanced tracking devices. Their premier pet tracking device, SpotLight (www.SpotLightGPS.com), is the only GPS locator teamed with the American Kennel Club Companion Animal Recovery. Partnering with M-pact Marketing will allow PAW to continue to grow their company and build their brand. To learn more about PAW, visit www.pawgps.com.

"We're excited about our relationship because we believe in this technology and in PAW's management team. We know that with the right marketing strategy, PAW has the potential to grow their business and help pet owners everywhere," said David Buffaloe, president and founder of M-pact Marketing. "Our goal is to deliver effective marketing activities that will help PAW focus their message and ensure pet owners are aware of the product and its advantages."

About M-pact Marketing

M-pact Marketing is a full-service marketing group geared to supporting small to mid-size businesses. Offering a wide variety of marketing services, M-pact Marketing focuses on developing and growing a company through innovative strategy, marketing plans and execution. Based in Raleigh, North Carolina, M-pact employs marketing professionals with more than 35 combined years of experience in marketing, design and communications. Key clients include Schedulefly, Zift Solutions, Local Eye Site, Local Market

Monitor and LiveGreen, Inc. To learn more call 919.301.8538 or visit www.m-pactmarketing.com.

About PAW

Positioning Animals Worldwide (PAW) was formed in 2008 by a team of experienced and passionate pet owners with the collective mission to reduce the number of lost pets by enabling reliable and timely tracking to locate and recover lost pets. Through a partnership with American Kennel Club Companion Animal Recovery (AKC CAR), PAW's flagship product, SpotLight GPS Pet Locator, is the only tracking system that bundles GPS technology with the recovery assistance of AKC CAR's team of recovery experts. For more information, visit www.pawgps.com.

About SpotLight GPS Pet Locator

SpotLight GPS Pet Locator is the only pet protection system combining GPS tracking technology with dedicated, everyday 24-hour recovery service provided by American Kennel Club Companion Animal Recovery. For more information, visit www.SpotLightGPS.com.

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