

FOR IMMEDIATE RELEASE

Positioning Animals Worldwide, Inc. and PetWave.com Team-Up to Provide

Pet Owners Invaluable Information

RALEIGH, NC – May 5, 2010 – Positioning Animals Worldwide, Inc. (PAW), proud maker of SpotLight GPS Pet Locator, today announced their alliance with PetWave.com, a user friendly online destination, providing access to a wide range of pet information.

PAW and PetWave.com will further provide the pet community with information ranging from health and safety material to breed information. The content exchanged by both companies is created by pet industry experts, ensuring that what is presented is the most current to date.

“At PAW we take pride in providing a world-class product and service to support the pet protection community” states Chris Newton, CEO of PAW. “Our content on SpotLightGPS.com is provided by PAW, WebVet and now PetWave.com. We are excited to have them join the team.”

Both PAW and PetWave.com have a common goal to help make the pet community aware of the resources available to aid in pet protection. With timely articles provided by PetWave.com, coupled with PAW’s product, SpotLight GPS Pet Locator, the initiative taken by these companies provide pet owners a unique source of information for the responsible pet owner.

"It's great to be working with a company like Positioning Animals Worldwide" states Brad Olson, Co-Founder of PetWave.com. "Their technology is not only on the cutting edge, but their overall mission to help track and recover lost pets is commendable. We here at PetWave are thrilled to be working with SpotLight GPS."

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.

About PetWave.com:

PetWave.com is a pet care website that combines a comprehensive pet health library based on today's veterinary care standards with a full-featured suite of community and pet health management tools. PetWave allows pet owners to leverage the knowledge of established veterinary science, collective experiences of others, and interactive web technology to provide pet owners with relevant answers.

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