



**FOR IMMEDIATE RELEASE**

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**The Iams Company® and Pet Plan Insurance Announce Alliance**

WINNIPEG – The Iams Company® and Pet Plan Insurance recently introduced a new alliance to build awareness of pet health insurance among Canadian puppy and kitten owners. Through the program, Iams and Pet Plan Insurance will provide pet owners with easier access to insurance and incentives for purchasing policies.

"Iams is a pet well-being company and we believe pet health insurance is an idea whose time has come" said Jeffrey P. Ansell, president of The Iams Company. "Our mission has always been to enhance the well-being of dogs and cats, and by joining forces with Pet Plan Insurance we can further this, by providing veterinarians with a valuable tool that combines premium nutrition with total medical care."

"Similar to Iams, Pet Plan's key objective is to help Canadian pets live longer, healthier lives by enabling their owners to provide the best in health care," said Randy Valpy, vice president and general manager of Pet Plan. "Our alliance with Iams will help more cat and dog owners learn about pet health insurance and take advantage of the benefits that this type of coverage can provide."

Iams and Pet Plan will include a promotional offer in Iams® and Eukanuba® puppy and kitten kits; the kits will be handed out by participating veterinary practices across Canada. The special offer provides pet owners with two months of Pet Plan Cover for Life™ insurance coverage paid for by The Iams Company when owners sign-up for a 12-month policy. In addition to covering up to \$3,500 per condition annually for medical emergencies, accidents and illnesses, the policyholder will receive a \$25 cheque for any other veterinary costs.

While pet insurance enables pet owners with insurance to take advantage of the highest standards of veterinary medicine, to date less than one-half of 1 percent of pet owners in Canada have pet health insurance. In other countries with a more mature pet health insurance industry, take up of these type of products is much higher. By comparison, Sweden has the highest percentage of insured dogs and cats in the world, with 52 percent penetration. In the United Kingdom, almost 15% of all dogs and cats are insured.

One in three pets will experience a new illness or injury requiring veterinary care this year, while one in six will sustain two or more. As a result, pet owners are more likely to have an insurance claim on their pet than on a car or household policy.

"Pet health insurance helps promote the highest-quality care and reduces economic euthanasia, which is a heartbreaking decision for any pet owner," said Dr. Ian Sandler, Rosedale Animal Hospital, Toronto, ON. "We have seen that for many pet owners, this type of insurance allows us to provide a higher level of care for their pets than they may have afforded on their own."

**About The Iams Company**

For more than 50 years, the mission of The Iams Company has been to enhance the well being of dogs and cats by providing world-class quality foods and pet care products. Based in Dayton, Ohio, Iams manufactures premium quality dog and cat foods, including Iams, Eukanuba and Eukanuba Veterinary Diets®. For more information about Iams Pet Health and Nutrition, a subsidiary of Procter & Gamble, please visit [www.iamsc.com](http://www.iamsc.com).

**About Pet Plan Insurance**

Pet Plan Insurance's vision is to promote a better quality of life for Canadian pet owners and their cats and dogs, through a suite of insurance products that provide for optimal pet health care. Established in 1989, Pet Plan Insurance is Canada's largest and oldest pet health insurance company. Headquartered in Winnipeg, Manitoba, the company has representation from coast to coast. Pet Plan Canada is a division of HED Insurance Brokerage Group, one of the largest Canadian-owned insurance brokers and is also affiliated with Pet Plan U.K. the largest pet insurance company in the world.

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