



PetSmart Launches Dog Adoption Story Contest

PetSmart customers, workers and adoption partner agencies are eligible for prizes.

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PetSmart and PetSmart Charities today launched an online pet adoption story contest open to millions of PetSmart customers, more than 30,000 PetSmart sales associates and more than 3,400 PetSmart adoption partner agencies.

As part of the celebration for the organization's upcoming three millionth pet adoption, anyone who helped adopt a pet from a PetSmart Charities Adoption Center is invited to participate and share their story.

Contest entries are accepted online from Mar. 12, 2007 to Apr. 8, 2007 at www.petsmart.com/adoptioncontest. The top 10 semi-finalists for each category will then be selected and posted to the site for online public voting from Apr. 9 to 22.

After that, the top three stories in each category receiving the highest amount of votes will be awarded prizes.

The top adoption agency will receive a \$1,000 grant from PetSmart Charities, while the top sales associate will receive one day of paid vacation and their pet's entry picture featured in a PetSmart Internet-based advertisement in 2007.

The top customer will get a year's supply of advanced nutrition pet food, a year of free grooming, one week of PetSmart PetsHotel or Doggie Day Camp service and their pet's entry picture featured in a PetSmart online circular in 2007.

Winners will be announced and posted to the contest website the week of Apr. 23, 2007.

To enter, customers and sales associates are asked to visit the contest website and submit a photo and 200-word essay describing their inspiring adoption story. Agencies are asked to visit the contest site and submit a photo and 200-word essay describing how they took in and rehabilitated a homeless pet.

For further details, read the contest rules at www.petsmart.com/adoptioncontest