

Is Your Dog a Sports Hound?

The "Ulti-Mutt" Sports Pet contest will showcase how sports can help dogs and owners bond.

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Is your dog a "rabid" sports fan? Does he jump or bark every time your football team scores, or does he participate in doggie sports of his own? If so, PetFirst Healthcare wants to see videos of your pet in action. Video submissions and votes are being accepted at www.petfirst.com.

"We are showcasing how sports can be a great way for pet owners to bond with their furry friends and can help keep pets active and healthy," says Brent Hinton, PetFirst CEO and former Kentucky Humane Society CEO. "Sports are something all pet owners can engage in with their pets, regardless of pedigree."

The "Ulti-Mutt" Sports Pet will win a year of pet insurance and \$1,000 for his or her owner. The winner will be announced in April 2008, after four rounds of online public voting to narrow the field.

Pet owners may post videos now through March 15, 2008, and visitors to the site may view the videos and vote for their favorite sports pet. On March 16, PetFirst will post the first round of finalists, the Shaggy Sixteen. After additional rounds of voting, the Eager Eight will be posted March 24, and the Furry Four will be posted March 31.

For a complete list of prizes and contest information, visit the PetFirst website at www.petfirst.com.