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**Drs. Foster & Smith Partners with PetSafe to Present "My Pet Idea"**  
*\$25,000 Pet Product Invention Contest Starts Today*

RHINELANDER, WI – September 6, 2006 – Have you ever wished you had a product for your pet that hasn't been invented yet? Now you have the chance to help bring that product to market and win up to \$25,000 - just for having a great idea for your dog or cat!

Drs. Foster & Smith, the nation's most trusted name in pet supplies, has teamed up with PetSafe, the industry leader in pet training, safety and lifestyle product solutions, to search for the next great pet product invention in the United States. "My Pet Idea" is an innovative, fun and consumer-driven national contest to find new pet products that enhance the relationship between pet owners and their pets and ultimately improve a pet's quality of life. You don't have to be an inventor, engineer or have financial backing to enter; all you need is an idea and love for pets.

You're invited to submit your creative pet product ideas for a chance to win \$2,500, \$5,000, or the Grand Prize of \$25,000! My Pet Idea contest categories include: products to eliminate a pet's separation anxiety; giving pet owners more flexibility over their schedules while ensuring their pets are cared for; training ideas for puppies; health and well-being products for dogs and cats; products to eliminate destructive behavior and ideas for enhancing the pet/pet owner bond.

In addition to entering ideas, the public is invited to help select the contest winner by voting online for their favorite entry. Consumer votes determine the top 100 pet product ideas. From the top ten, three winners will be chosen. The contest begins Sept 6th and runs through Nov 30th, 2006. Finalist ideas will be open for public voting until Dec 11th.

All pet ideas submitted will be viewed and voted on by anyone who registers at the contest website <http://www.MyPetIdea.com>. The most popular ideas will then be considered by PetSafe for cash prizes and future product development. By registering your idea or to vote on other peoples' ideas, you also qualify to win a \$250 Drs. Foster & Smith Gift Certificate. One winner will be randomly drawn weekly.

MyPetIdea.com also features fun stuff for all ages, including daily trivia, petcare tips, and a quiz to discover what kind of animal you would be. For more information, contest details, and idea starters, please visit [DrsFosterSmith.com/mypetidea](http://DrsFosterSmith.com/mypetidea).

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#### About Foster & Smith

Foster & Smith is the nation's leading veterinary-owned pet supplier, providing pet owners with veterinary advice and quality pet supplies at affordable prices for over 20 years. Since their modest beginnings in the early 1980s operating four veterinary clinics in northern Wisconsin, Dr. Race Foster and Dr. Marty Smith have become the nation's foremost authorities on pet care and education, earning a strong reputation for the scope of their veterinary expertise on dogs, cats, fish, birds, reptiles, pond life, and small animals. For more information visit: <http://www.drsfostersmith.com>.

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