

SpotLight GPS Pet Locator Selected as One of “13 Eye-popping Pet Projects” for 2009 by Fast Company.

Named #1 Location Tech Product

Raleigh, NC-October 28, 2009 – Raleigh-based Positioning Animals Worldwide, Inc. (PAW), makers of the SpotLight GPS Pet Locator, announces today that SpotLight has been named the #1 Location Tech product for pets by Fast Company in its November issue.

“We are delighted and proud to be singled out by Fast Company, a publication recognized for its insight on creative change in the marketplace,” said Chris Newton, Chairman & CEO of PAW. “We agree with Fast Company that SpotLight involves significant innovation. One of our focuses was to make this M2M technology easy to use so that pet owners do not have to be technology savvy to stay connected with their best friends.”

SpotLight GPS Pet Locator enables pet owners to relax knowing where their pets are at all times. With a PC or cell phone, pet owners can track their pets in the event they are ever lost. Owners can also call 1-888-DOG-LOC8 to connect to the American Kennel Club Companion Animal Recovery (AKC CAR), a dedicated 24/7 recovery service that has partnered with PAW. A call to 1-888-DOG-LOC8 connects an owner to an AKC CAR recovery specialist who can locate a lost pet and stay on the line helping until the pet is found.

“PAW’s vision is to have no pet go unfound,” continued Newton, “and SpotLight goes a long way in giving owners the peace of mind that if their best friends do go lost they will be recovered quickly. We already have had pet owners use the system in recovery situations with all ending in quick reuniting.”

The SpotLight GPS Pet Locator uses advanced GPS technology to track and recover a lost pet. Owners are notified if their pets escape a designated “SafeSpot” via text or email to ensure quick action in recovering a lost pet. Its’ namesake, SpotLight, is a bright LED beacon visible from over 100 yards that can be activated remotely from a cell phone, computer, or a recovery specialist. Purchasers of SpotLight also receive a Lifetime Enrollment in AKC CAR’s Recovery Service along with a unique collar tag that provides privacy of the pet owner’s personal information.

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.

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