

step

1

Start with an easy trick

FETCH A PETPLAN POLICY.

Owners are only human. And sometimes, they're just not financially prepared to take care of their pets, even when they love us very, very much. Did you know that every six seconds, a pet in this country will require veterinary care costing over \$1,000? But some owners still think it can't happen to them.

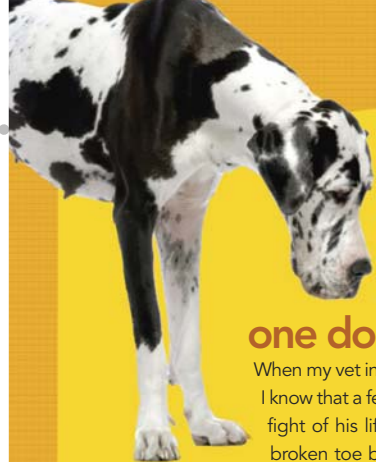
That's where good old animal logic comes to the rescue. You don't want your human to go into debt to give you the best possible veterinary care, do you? (Cats need not answer.) So drop that shoe and sink your teeth into this challenge: make sure your human has Petplan, the world's leading pet insurance provider.

Petplan's flexible policies come in a choice of three flavors, Gold, Silver and Bronze, and can be customized through a choice of deductible and levels of reimbursement. That way, your choosy humans will end up with a policy that is as unique as you are.

Annual Benefits	BRONZE	SILVER	GOLD
Veterinary Fees	\$8,000	\$12,000	\$20,000
Boarding Kennel Fees		\$250	\$500
Advertising & Reward		\$250	\$500
Loss Due to Theft or Straying		\$250	\$500
Death from Illness or Injury			\$1,000
Vacation Cancellation			\$1,000

Customize Any Petplan Policy

Select your Deductible	\$50 or \$100 or \$200
Select your Reimbursement	100% or 90% or 80%



one dog's tale

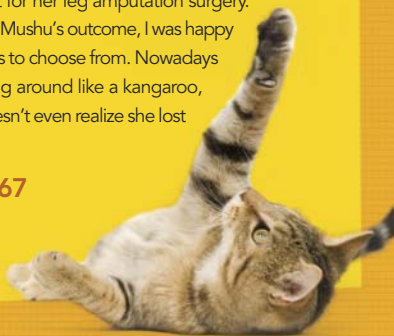
When my vet introduced me to Petplan, little did I know that a few days later Blue would be in the fight of his life. X-rays showed nothing but a broken toe but he started regurgitating after taking the anti-inflammatory medication and an emergency exploratory surgery revealed a hole in his stomach. I was called in to make the decision of euthanasia. But Blue refused to give up, and the doctor said he deserved another chance (as he could give a mule stubborn lessons). Luckily, Blue made a full recovery. And just days after filing our claim, I was also pleasantly surprised (ok, elated) by the claims check I received. Petplan, you are a genuine company in every way. I am so glad my vet introduced me to you.

Claim paid: \$11,503.57

one cat's tale

I was shocked when Mushu was diagnosed with a malignant tumor on her leg. The good news was that through Petplan I was able to get a pre-approval request for her leg amputation surgery. And while I was worried about Mushu's outcome, I was happy that with Petplan I had options to choose from. Nowadays Mushu is walking and hopping around like a kangaroo, I sometimes think that she doesn't even realize she lost her leg. Thanks, Petplan.

Claim paid: \$3,664.67



1.866.GOPETPLAN
www.gopetplan.com

Petplan[®] guide to pet insurance



America's
#1 rated
pet insurance!*

* According to independent review site www.petinsurancereview.com, as published in August 2010.

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Capital BlueCross
Independent Licensee of the BlueCross BlueShield Association

Capital BlueCross
is pleased to
bring you pet
health insurance
through Petplan.

step 2

Be gentle, but firm

GET PETPLAN. NOW.

"Why Petplan?" your frisky owners may ask. Well, for over 210 years (30 human years), Petplan has been protecting pets' health and welfare like no one else. Petplan is the world's largest pet insurance provider and is recommended by more veterinarians, breeders and pet owners than any other provider for the following reasons:

Hereditary conditions covered under all policies — Petplan policies provide coverage for all congenital and hereditary conditions, with no dollar or time limits per condition.*

No benefit schedule — We reimburse you what your veterinarian charges you, up to your annual policy limit.*

Covered For Life™ — Once you're insured, Petplan will cover any chronic conditions you may develop into your old age.*

Use any veterinarian, anywhere — Visit any licensed veterinarian anywhere in the United States and Canada, including referral, specialist, alternative and behavioral therapy veterinarians.

These are just a few reasons why today Petplan insures more than a million pets across the globe, and every year over 90% of Petplan's policyholders renew their policies with Petplan. Insist on Petplan. It's smart. It's affordable. And it's so simple to get, any human can do it.



step 3

Set realistic expectations

HEY, ACCIDENTS HAPPEN.

And we're not just talking about what you did in the closet. You're going to swallow dumb things, run out in front of cars and generally manage to endanger your health on a weekly basis. And of course, your humans adore you so much, they'll want you to live forever.

However, the cost of veterinary care has almost doubled over the past ten years. In 2010, American pet parents will spend close to \$13 billion on veterinary care, and that figure could continue to rise.

So it's your responsibility to make sure your human is prepared for what these things cost, and has Petplan to help manage the damage.



Your healthcare can be expensive without pet insurance.

step 4

Repeat for life



PETPLAN WON'T ABANDON YOU IN YOUR TIME OF NEED.

Petplan covers injuries and illnesses for life.* This is important for your humans should you develop a chronic condition like arthritis, diabetes or hip dysplasia, as most policies will stop paying for such a condition after 12 months, or will restrict payment for that condition. Petplan offers continuous coverage to keep you healthy.

When you consider the fact that between 30-40% of all pet insurance claims received are for chronic conditions that last beyond 12 months, the importance of being Covered for Life™ becomes that much more apparent.

Let's face it; your humans would be lost without you. So protect them from any unforeseen veterinary expenses with a little help from the nice folks at Petplan. In no time, your humans can become the kind of responsible, well-behaved owners any pet would be proud to call his own.

Call 1.866.467.3875 or visit www.gopetplan.com to generate an instant quote.

Enter Promo Code **LEHIGH** to receive a **15% discount** when you buy online.



* As long as the condition was not apparent prior to the effective date of the policy or occurs during the waiting period. Subject to annual policy limits of \$8,000, \$12,000 or \$20,000. Limits are replenished in full on renewal.