



NBC's 'In The Loop' Teams Up with Doctors Foster and Smith to Educate Pet Parents

Experts from Doctors Foster and Smith Provide Helpful Pet Care Tips for 'In The Loop'

Chicago, IL - NBC's "In The Loop with iVillage" has partnered with veterinarians Dr. Race Foster and Dr. Marty Smith, co-founders of Doctors Foster and Smith, to provide on air support to pet parents on a variety of animal subjects. Professionals from Doctors Foster and Smith will share their experience and knowledge during special pet segments every Tuesday on "In The Loop with iVillage" (<http://www.intheloop.ivillage.com>). In addition, veterinarians and animal experts from the television show, "Doctors Foster and Smith's Faithful Friends," will also appear on "In The Loop with iVillage" to help educate the show's audience and ensure lifelong health and happiness for pets.

Dr. Race Foster and Dr. Marty Smith plan to field questions submitted via email from viewers. Also scheduled to appear are Wanda Goldberg and Electra Mustaine, the colorful co-hosts of the new syndicated pet program "Doctors Foster and Smith's Faithful Friends" -- a fun, family-friendly, 30-minute program that features celebrities and their pets, as well as helpful pet care tips and hands-on demonstrations.

The primary focus for "In The Loop with iVillage" segments will be tips for dog and cat owners, as those are the two most popular household pets. Segments pertaining to the care of small pets, such as rabbits and hamsters, are also in the works along with informative pieces dealing with the care of fish and birds. After airing, the segments will be made available for viewing online at <http://www.intheloop.ivillage.com> along with select clips from the "Doctors Foster and Smith's Faithful Friends" program airing in markets across the country.

Gordon Magee, Internet Marketing manager at Doctors Foster and Smith, said the partnership with "In The Loop with iVillage" presents a unique opportunity for the pet product retailer.

"From its very inception, Doctors Foster and Smith has always focused on providing people with reliable, helpful information when it comes to pet care," Magee said. "The educational segments we are planning for 'In The Loop with iVillage' are simply an extension of what our veterinarians and animal experts have been doing for years. The only difference is that we are now sharing our expertise with a larger audience through broadcast television."

"This partnership is a perfect fit for our show that enjoys both online and on-air audiences," said Marlaine Selip, Executive Producer, "In The Loop with iVillage." "Because so many of our viewers own pets and are concerned about providing them with long-term good health and quality of life, we're thrilled to partner with one of the most preeminent online pet providers."

Celebrating its 25th Anniversary in 2008, Doctors Foster and Smith has become the largest cataloger and online retailer of pet products in the United States. But beyond the huge selection of quality products, the company has also emerged as a trusted source for veterinary articles provided free of charge in each of the company's nine catalogs and archived online at DrsFosterSmith.com and PetEducation.com.

Source: Press Release