

- FOR IMMEDIATE RELEASE -
New iPhone App Lets Vets Literally See Your Dog
or Cat for Free Personalized Advice

LAS VEGAS _ Ever wish you could have a veterinarian come to your home at a moments notice or just be there at 9 pm to ask a question about your dog or cat? Well, now you can – and at no cost. Brought to you by VetDVM.com



VetDVM.com has launched a breakthrough in iPhone app technology that lets pet parents send a video directly in the app without any email or website hassles with a real vet waiting on the other end.

Based on a show-and-tell approach, veterinarians are able to actually observe a dog or cat's symptoms through the app during what we call a virtual office visit.

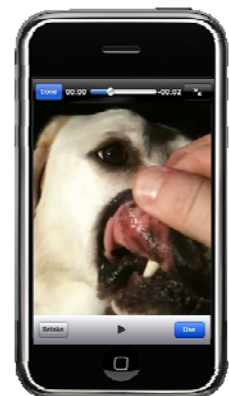
VetDVM is the first company ever to create a medical application of this type.

Following their question submission, users are asked to enter their first name, postal code, mobile number and email. A vet will then send a personalized response by text (SMS) or directly through the app's built-in messaging. Answers come within minutes while more complex questions can take up to 24-hours, based on the amount of questions in queue at that moment. VetDVM contracts with veterinarians and invites notable veterinarians to volunteer their time as their schedules allow. Through the VetDVM app you could be in touch with

general practitioners, dentistry specialists or a world-renowned animal oncologist.

VetDVM.com is creating a library of content where other pet parents may view other videos and interactions as they wait for their own response. Users will soon also be able to view and comment on videos, which bring the questions and answers to life. Parents may also instantly share their Q&A with their friends on Facebook and Twitter or invite friends to try the app themselves.

Founded on the principle that we do better when we know better, VetDVM knows there's a lot of information circling the Web and that can be confusing. Around here, we believe when it comes to your pet's health, it's better to ask than to search.



Contact: Linda Long, Marketing
Phone: 702-655-5405
Email: media@vetdvm.com
http://www.VetDVM.com

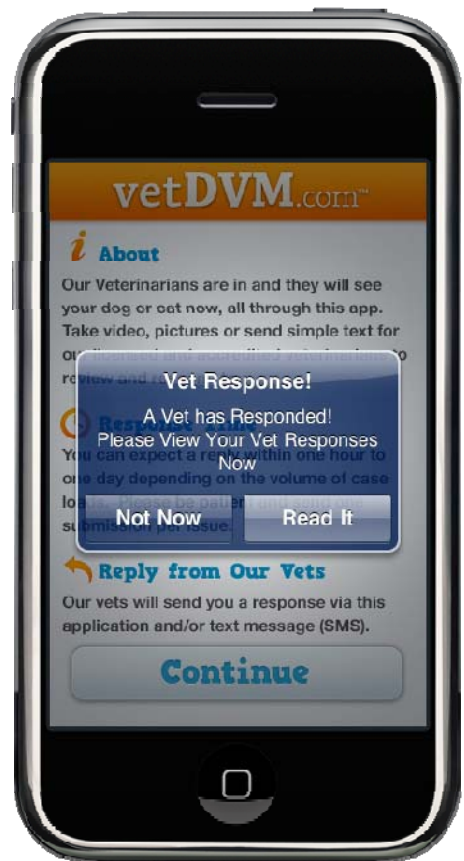
VetDVM iPhone App Features

- 100% Free
- Lets users send a video, photo or text of *their* pet to a vet
- iPhone 3GS - video available. Photo and text for 3G models. Text and photo only for iTouch
- *Personalized* responses delivered to a user's phone within 24-hours
- Answers by licensed Veterinarians
- VetDVM's VetView™ technology ensures error-free video encoding and transmission
- In-app messaging from vets (available by SMS also)
- App will enable online video indexing – the next frontier in search
- Allows users to share results with friends via Facebook and Twitter
- Allows users to invite friends to try it themselves free



VetDVM iPhone app – How it Works:

1. Launch application and land on Welcome Screen (press “continue”)
2. Choose whether you'd like to send: video, photo or text
3. If video – phone will switch to video mode. Press red button to start and stop recording (minimum 8-seconds; maximum 8-minutes). Press “use” to use the video. You may also play back and/or re-shoot it
If photo – phone will switch to camera mode. You may also use a photo you already have stored in your phone. Press “use” when ready.
If text – you will be asked to type in your question. Skip to step 4.
4. You will be prompted for a Title and Key Words then press “Continue”
5. On your first visit only – you will be prompted to register the app with your first name, postal code, phone number and email address (all for notification purposes) and agree to the terms and conditions.
6. Your question will be transmitted and a helpful page with emergency care tips comes up, along with nearby vet listings.
7. Under the “More” button on the homepage, you'll be able to connect with app with your Twitter and Facebook accounts to share your Q & A with your network.
8. You will either receive a text message or in-App message (a.k.a. push notification) with your answer
9. You will also receive vets within 3 miles of wherever you are at that moment for emergencies.



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VetDVM App Frequently Asked Questions

Q. Do I have to pay to ask a vet a question?

A. No, VetDVM.com is 100% sponsor supported, free to our users.

Q. What can I ask your vets?

A. You may ask our vets any medical question related to your dog or cat. The more specific the information, the better the answer our vets will be able to provide you. So even turn the video camera on themselves and ask a question.

Q. Is there a limit on my questions?

A. There is no maximum limit on a text question. Your question will need to be clear and at least one full sentence and the iPhone app will tell you if it needs to be elongated. Video questions are limited to eight minutes.

Q. Do I always get the same vet?

A. No, questions are routed through a sophisticated backend system that assigns the vet most qualified to answer your particular question at that particular time.

Q. How long until the vet answers my question?

A. We strive to answer all questions within an hour. More complex questions may take up to 24-hours. Response times are based on the amount of questions in queue.

Q. How will I know when I have an answer?

A. A message alert will appear within your app and/or a text (SMS) message.

Q. What if after I get an answer I have another question?

A. Simply submit a new question. VetDVM.com does not string responses but you are welcome to ask as many new questions as you'd like.

Q. What happens to my information?

A. Your question and video or photo are uploaded to VetDVM.com with your first name and city for other pet parents to view and learn from. Email and mobile number will never be displayed.

Q. Is the VetDVM app only for iPhone?

A. Right now the VetDVM app is only for the iTouch and iPhone 3G and 3GS models. We have plans for an Android and Blackberry launch in 2010.

Q. Can I get an interview for my article, blog, radio show, etc?

A. Yes, our founder/CEO Rob Ryan is available for interviews by phone or video (Skype). Contact Linda Long at media@vetdvm.com.