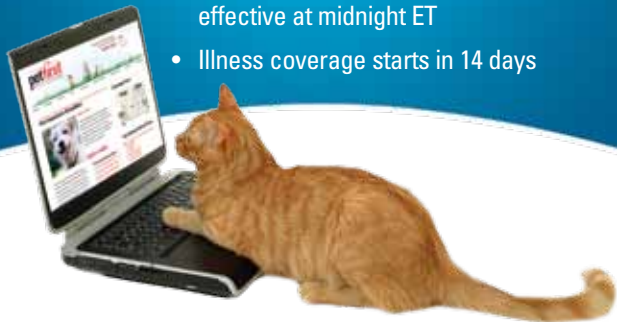


Activating Online is Easy!

Enroll in just five minutes at www.petfirst.com
Your coverage starts tomorrow.

- Routine care and accident coverage are effective at midnight ET
- Illness coverage starts in 14 days



"When I was diagnosed with cancer, my mom's first concern was getting me the best care as quick as possible. But then she examined the budget. My chemotherapy treatments were expensive! Fortunately, we had PetFirst pet insurance. You paid Mom's claims quickly making sure she could focus on me and not her finances. Thanks PetFirst!"

— Chloe, daughter to Susan of Latonia, KY



**petfirst**
HEALTHCARE

www.petfirst.com

1-866-937-PETS (7387)

Monday - Friday, 8am - 9pm ET



Underwritten by American Alternative Insurance Corporation (AAIC),
555 College Road East, Princeton NJ 08543, AM Best rating: A+ (superior)

AAIC is a subsidiary of Munich Re America Corporation and an affiliate
of Munich Reinsurance America, Inc

*Prices and terms shown inside are effective as of July 2008, are subject to change, and may vary by state. Contact PetFirst Healthcare for current prices and terms in effect. This is a brief description of Pet Insurance. Please see the policy or view the website for more details, including costs, limitations and exclusions.

Pet Insurance

Routine Care • Accident • Illness



Save up to
90%
on your next
vet bill*

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Take Advantage of These Benefits!

- Comprehensive healthcare coverage for dogs and cats
- Routine care is included as a policy endorsement in all plans featured below
- Reimbursement in as little as two weeks
- Easy online policy management to track claims processing
- Use any veterinarian nationwide

"PetFirst Healthcare is the best pet insurance program I've found. My clients get reimbursed quickly and that means a lot to me. I recommend PetFirst to all my clients."

– Dr. Jennifer Emerson, DVM of Adel, IA

Think your pet doesn't need an annual exam? Won't get sick or have an accident? Pet insurance makes planning for your pet's healthcare easy! PetFirst's coverage is simple and easy to use providing comprehensive pet healthcare for everyday and unexpected veterinary expenses.

Why do I need pet insurance?

U.S. pet owners will spend approximately \$12.2 billion on veterinary care in 2009 according to the American Pet Products Association (APPA). The APPA also reports American pet owners spend on average over \$700 annually per dog and \$500 annually per cat for healthcare expenses. Don't let an unexpected veterinary bill catch you off guard! From vaccinations to a late night visit to the emergency clinic, you can give your pet the best care available while controlling the costs.

How does the coverage work?

PetFirst Healthcare's plans reimburse you 90% of your pet's veterinary expenses after a \$50 per incident deductible. There is no deductible for routine care expenses. Each plan reimburses up to the maximums specified in the adjacent chart.

PETFIRST PLANS		Preferred Plus	Preferred	Basic
Pets 8 wks to 9 yrs old				
MONTHLY RATES	Cat	\$41.95	\$29.95	\$24.95
	Dog	\$49.95	\$39.95	\$29.95
	2 Pet Family Plan	\$79.00	\$60.00	\$51.00
	3 Pet Family Plan	\$109.00	\$79.00	\$64.00

BENEFITS	Routine Care (per pet)	\$220	\$220	\$100
	Annual Exam	✓	✓	✓
	Heartworm Protection	✓	✓	✓
	Prescription Flea Control	✓	✓	✓
	Vaccinations	✓	✓	✓
	Behavior Training	✓	✓	
	Comprehensive Health Screen	✓	✓	
	Routine Screens	✓	✓	
	Spay/Neuter	✓	✓	
	Teeth Cleanings	✓	✓	
Accident and Illness Coverage	\$13,000	\$10,500	\$7,000	
Per Incident Limit	\$3,500	\$2,500	\$1,500	
Annual Benefit Limit	\$15,000	\$12,000	\$7,500	

Annual payment and plans for senior pets are also available. Please call or visit www.petfirst.com for details.

Activate today!

www.petfirst.com

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