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BANFIELD, THE PET HOSPITAL® AND MEALS ON WHEELS ASSOCIATION OF AMERICA® LAUNCH PET FOOD DRIVE *(posted 8/12/2006)*

Senior recipients of Meals On Wheels who have Pets may receive Pet food in addition to their meals this holiday season. Banfield, The Pet Hospital, the nation's largest private veterinary practice and Meals On Wheels Association of America (MOWAA) have partnered to launch a national Pet food drive called "Season of Suppers, a Pet food drive for Pets in need." The Pet food drive will kick off November 1, 2006 and continue through the end of the year. Banfield and MOWAA hope to collect more than 1 million pounds of Pet food in Banfield hospitals across the country.

After realizing that, like their owners, the Pets of many seniors who receive Meals On Wheels were also in need of nutritious food in order to stay healthy, MOWAA created We All Love Our Pets (WALOP), a new initiative that seeks to unite Meals On Wheels programs across the country that are providing Pet food. While many Meals On Wheels programs have their own Pet food services, the Banfield/MOWAA partnership is the first initiative of its kind on a national level.

"Pets are the only companions that some of the homebound seniors who receive Meals On Wheels have," said Enid A. Borden, CEO of the Meals On Wheels Association of America. "So ensuring that they also get the meals they need to stay healthy is very important. We are delighted to have this opportunity to partner with an organization that understands this. By working together with Banfield, we hope to do two things -bring attention to this important issue and to establish WALOP programs in more Meals On Wheels across the country."

Throughout the Season of Suppers campaign, in addition to encouraging and collecting Pet food donations, Banfield hospitals will also collect monetary contributions for MOWAA/WALOP, striving to raise \$100,000 for the new program. Additionally, they will help connect people interested in volunteering with their local Meals On Wheels programs.

"Banfield's vision is to make life better for families and we understand the important role these Pets play in the senior's lives," said Karen Johnson, DVM, Banfield, The Pet Hospital Vice President and Client Advocate. "We hope that by providing proper nutrition for Pets, it helps keep seniors and their beloved Pets healthy and happy for years to come."

Steve Dale, who is read and heard by millions each week through his syndicated newspaper columns and radio shows, will partner with MOWAA and Banfield on "Season of Suppers."

"I know that for many seniors their Pets are their families and can mean everything to their well being," said Steve Dale. "I will do everything I can to help Banfield and Meals On Wheels reach their goal of 1 million pounds of Pet food!"

Founded in Portland, Oregon, in 1955, Banfield has become the largest privately owned veterinary practice in the world, with more than 500 locations across the U.S., in the U.K. and in Mexico. More than 1000 veterinarians at Banfield are committed to giving Pets the same level of care that their human family members receive. Banfield hospitals offer a full-range of comprehensive, medical services, computerized medical records, Pet preventive care plans, extended operating hours, and is the only veterinary practice in the world with an extensive quality assurance program. Banfield, The Pet Hospital helps extend the lives of more than 3.5 million Pets each year.

MOWAA is the oldest and largest organization in the United States representing those who provide meal services to people in need. MOWAA works toward the social, physical, nutritional, and economic betterment of vulnerable Americans. The guiding principle to which it subscribes is to help those men and women who are elderly, homebound, disabled, frail, or at risk. MOWAA provides the tools and information its programs need to make a difference in the lives of others.

Steve Dale's Pet World is heard throughout the U.S. and Canada weekly. The show helps Pet owners by providing one-on-one advice as well as expert interviews and commentary, all with the goal of enhancing the lives of our furry and feathered family members.