

For Immediate Release

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PETHUB, INC. LAUNCHES REVOLUTIONARY NEW BLUETOOTH SIGNAL TAG™ TO HELP LOST PETS GET HOME FAST

SEATTLE – (November 5, 2014) – PetHub, Inc., the leader in innovative tools to get lost pets home fast, announces the launch of its revolutionary new product the **Signal Tag™**, featuring Bluetooth technology. At a time when one in three pets will go missing at some point in their lives, the Signal Tag's technology provides a more advanced tool to get pets home safely and quickly. The versatile, durable tag is water resistant, with Bluetooth technology, a 3D motion sensor and a battery life of up to two years.

"The Signal Tag combines the most effective elements of lost pet prevention and recovery tools, and adds new features that underscore PetHub's dedication to helping pet owners find their lost pets as quickly as possible," says PetHub, Inc.'s Founder and CEO Tom Arnold. "Too many pets go missing every year. The statistics are daunting. Because of that, we at PetHub were determined to build a system that would help solve this challenge and provide the best possible care for pets."

Available with colorful collar attachments, the Signal Tag includes the following features and services for pet parents:

- A QR code linking to a free online PetHub.com profile
- Long-lasting battery life
- Bluetooth Low Energy (4.0-enabled)
- A motion-tracking device to create a "virtual fence" with location-based alerts
- An easy-to-use range finder with 150-500 foot range (dependent upon phone)
- A quick-activating flashing light to help locate your pet in the dark
- A free online profile and 24/7 Found Pet Hotline
- A free iOS and Android app so you can "crowdsource" to find your lost pet

"We realize how heartbreaking and frightening it can be to lose a pet; we all want every option possible to help bring a lost dog or cat home," says Lorien Clemens, Director of Marketing at PetHub, Inc. "Because our products allow for so many ways to find a pet, 97 percent of PetHub recovered pets are home in less than 24 hours. We're hopeful that the Signal Tag will bring more pets home in even less time."

The Signal Tag comes with the complimentary online Basic PetHub Service and app, so that pet parents can easily set up a customized pet profile with privacy level choices. This service is especially important because it provides rescuers with access to critical medical and emergency contact data, essential if a pet is found in need of medical care.

The optional premium service for all PetHub products – including the Signal Tag – provides PetHub's Community "Amber Alert" System, as well as scanned tag notifications with GPS mapping.

The Signal Tag can be ordered for \$74.95, plus \$2.95 shipping and handling, at www.pethub.com/SignalTag.

About PetHub, Inc.

PetHub, Inc., is focused on getting lost pets home faster and safer than any other solution available by utilizing current and new technologies, including QR code pet ID tags, NFC wireless technology, GPS mapping, Bluetooth wireless services, and real-time notifications. The company has multiple software and hardware patents pending on its ID tags and Internet services. Success stories at can be found at <http://PetHubFound.me>. PetHub's service is available in English, German, French, Dutch and Italian languages, with users throughout the world. PetHub has received numerous industry awards, including *Dog Fancy's* "Editors' Choice," *Pet Business's* "Innovation Award," and *PetAge Magazine's* "Silver Retailer Select."

See also: <https://www.youtube.com/watch?v=mMU84MIPpi4>

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