



## **Pet Angel World Services®, LLC, Announces the Acquisition of New Horizon Pet Service**

**July 11, 2011, Pinellas Park, FL** – Pet Angel World Services®, LLC, a leading pet cremation and after-care service provider, announced today the acquisition of New Horizon Pet Services of SW Florida, located in Ft. Myers, Florida.

“This acquisition expands Pet Angel Memorial Center’s best-in-class services in the immediate Ft. Myers and Naples area, and will allow us to expand throughout South Florida,” said Sharon Martinache, Florida regional director. “Not only will we be in a position to better serve our veterinary clients in these areas, the acquisition also provides us the opportunity to offer our unparalleled services to additional veterinary hospitals, as well as directly to the families,” Martinache said.

According to Michael Fuss, president and chief executive officer of Pet Angel World Services®, the acquisition is directly in line with the company’s overall strategic goal of strengthening its position in the Florida market.

“By combining the operation of New Horizons Pet Services with our Pet Angel World Services® and Pet Angel Memorial Center® brands, the company has effectively enhanced its scope of service in the South Florida region bringing our best-in-class services to more veterinary practices and pet families,” said Fuss. “The goal of Pet Angel® has always been—and continues to be—to provide the highest standard of pet after-care in our area. We are excited with this key acquisition as it provides Pet Angel® the ability to assist additional families with our comprehensive and caring offerings. It is the next logical step in helping us better service our Florida veterinary partners.”

*Pet Angel World Services, LLC is a best-in-class pet cremation service provider, setting new industry standards for operational excellence, ethics, and professionalism throughout the pet aftercare process. The company provides a wide range of resources, both material and service-based, to support veterinary hospitals’ quality of care to pet owners preparing for and coping with the loss of their pet, including state-of-the-industry memorial centers. For more information, please visit [www.PetAngelMemorialCenter.com](http://www.PetAngelMemorialCenter.com).*