

**FOR IMMEDIATE RELEASE**  
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**FOR MORE INFORMATION**  
**Michelle Sanford, (800) 342-8747**

**MDS Insurance Services**  
**Taking the “Bite” Out of Caring for Pets**

Today, more than 60 percent of all American households have at least one pet. According to the American Pet Products Manufacturers Association, Americans spent more than \$9.4 billion for vet care in 2006.

One way the Massachusetts Dental Society Insurance Services (MDSIS) is helping pet owners avoid having to choose between their pet and their pocketbook is by now offering pet insurance.

It should come as no surprise that pet owners today are going beyond what may be deemed “traditional” pet care. Due to state-of-the-art medical procedures, dogs and cats are having open-heart surgeries, kidney transplants, even dialysis. Although most pet owners would do just about anything to save their beloved animals, these life-saving procedures come at a high price.

“Many members and clients came to us with stories of their pets’ injuries and illnesses and the cost of paying for these veterinary services,” says George Gonser, managing director of MDSIS, a subsidiary of the MDS. “From that, we initiated discussions with VPI Pet Insurance Company, the nation’s leading pet health insurance provider. We established our partnership in October with VPI, and now we look forward to offering our members and their staffs and families with excellent health insurance for their pets.”

To learn more about MDSIS’s pet insurance program, call **(800) 821-6033** or visit **[www.mdsis.org](http://www.mdsis.org)**.

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