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FOR IMMEDIATE RELEASE

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James Carville and Mary Matalin to Keynote The Pet Industry's Top to Top Conference

WASHINGTON, D.C. – The Pet Industry Joint Advisory Council (PIJAC), with Diamond Sponsors PetSmart and PETCO, announced the keynote speakers for the 1st Annual Pet Industry's Top to Top Conference today. James Carville and Mary Matalin, nationally-known political commentators, will kick off the conference with their keynote address on Thursday, May 3, 2012. Avid pet owners, Mr. Carville and Ms. Matalin have two long-haired miniature daschunds, a Yorkie-Poo, three cats, four parakeets, and two rats.

“We are pleased to bring two savvy political personalities to this industry event. With their fingers on the pulse of what is happening in the country, as well as their love of pets, there are no better keynotes in the country than Mr. Carville and Ms. Matalin for this ground-breaking event,” says Mike Canning, President and CEO of PIJAC. Further, Canning predicts, “Given the timing of the event--during presidential primary season--their insight will be even more interesting.”

The Pet Industry's Top to Top Conference will be held on May 3-4, 2012 at The Hilton Torrey Pines in La Jolla, CA. The meeting is open to all industry leaders, visionaries, and policymakers interested in the future of the pet industry. With meaningful sessions that address America's changing demographics and resulting purchasing choices, rapidly changing retail channel strategies, the status of companion animal populations, legislative issues that impact the pet industry, and several networking events, the **Pet Industry's Top to Top Conference** is a must-attend event for manufacturers, pet product distributors, companion animal suppliers, and retailers. A golf tournament at the world-famous Torrey Pines Golf Course is also planned.

More information on the 1st Annual Pet Industry's Top to Top Conference will be available in September. There are multiple opportunities for companies to sponsor various components of the conference. To take part in this ground-breaking event in the pet industry, please contact Mike Canning or Cathy Calliotte for sponsorship opportunities:

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The Pet Industry Joint Advisory Council (PIJAC) provides its members a voice in state and national legislative issues through advocacy and timely information regarding upcoming policy issues that affect the pet industry, pet owners, and the animals they care for. Join PIJAC today at www.pijac.org.

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PET INDUSTRY JOINT ADVISORY COUNCIL

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