



**PET INDUSTRY JOINT
ADVISORY COUNCIL**

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FOR IMMEDIATE RELEASE

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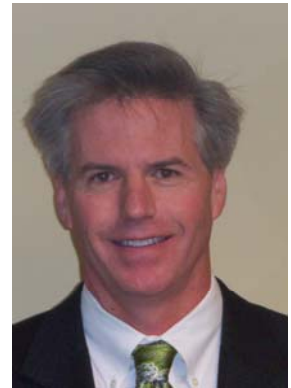
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PIJAC HIRES NEW PRESIDENT/CEO

On September 8th, the Pet Industry Joint Advisory Council (PIJAC) welcomed Mike Canning as its new President/CEO. Prior to joining PIJAC, Mr. Canning, CAE ran his own public affairs firm in the DC area. "I am extremely happy to become part of the PIJAC team," said Mr. Canning. "I wholeheartedly believe that companion animals add a special and meaningful dimension to the human existence. The chance to further this value through PIJAC provides a wonderful career opportunity for me."



According to Jim Heim, Chair of the PIJAC Board of Directors, Mr. Canning's expertise is an ideal fit for PIJAC. "His strong background in government affairs gives him the vision and capacity to ensure that PIJAC remains a strong force on legislative and regulatory issues. His leadership in the non-profit sector is exactly what we need to build PIJAC's capacity as an organization. We are lucky to have him join our industry."

Over the next few months, Mr. Canning will be meeting with key industry leaders, participating in the development of a long-term strategic plan, and soliciting new members. He will be formally introduced to PIJAC membership during the H. H. Backer Pet Industry Christmas Tradeshow in Rosemont, Illinois.

Mr. Canning is a reptile hobbyist who shares his home with two aquatic turtles and a breeding pair of creamsickle corn snakes.

PIJAC membership is open to all segments of the pet industry, as well as individual pet owners. For information on how you can join, please contact Nancy Knutson, Director of Member Services, at members@pijac.org.

For more information on PIJAC, please visit: www.pijac.org.

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PIJAC's mission is to promote responsible pet ownership and animal welfare, foster environmental stewardship and ensure the availability of pets.