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WORLD PET ASSOCIATION ELECTS NEW OFFICERS AT 60TH ANNUAL MEETING

*Executive Board Meeting at SuperZoo 2010 Announces New Leaders; Provides
Direction for Organization in Upcoming Year and Beyond*

MONROVIA, Calif. (Nov. 1, 2010) – The World Pet Association (WPA), the oldest nonprofit organization in the pet industry, hosted its 60th annual election meeting in September during which the organization named five officers to its board of members. The meeting was hosted during SuperZoo, the national show for pet retailers.

WPA's re-elected officers include: president Mike Lasky of Schiaffino, Lasky & Associates; 1st vice chair Ruth Jeffers of Jeffers; 2nd vice chair Michael Twain of Amazing Pet Products; chief financial officer Lew Sutton of Pet-Ag, Inc.; and secretary Jim Boschee of Chuck Latham Associates.

Seven newly appointed directors were also elected at the meeting and will serve until 2012. New directors include Lisa Alley-Zarkades of E.T. Horn Co., Vic Mason of VSI and Les Wilson of United Pet Group. Re-elected directors Lasky, Sutton, Twain and Sher Dean Smart of JLA Pet will also serve on the board until 2012.

The World Pet Association will continue to produce and manage consumer pet show, America's Family Pet Expo, and industry tradeshow SuperZoo. Both events have seen tremendous success in recent years with more than 500 pet adoptions at the pet expo and double-digit growth of pre-registered and door attendees at SuperZoo.

WPA will also continue funding and support for PetSource.org, Pet Industry Joint Advisory Council, and Pet Care Trust.

ABOUT THE WORLD PET ASSOCIATION

The World Pet Association (WPA), formerly the World Wide Pet Industry Association, is the oldest industry organization promoting responsible growth and development of the companion pet and related products and services. As society's "humanization" of pets grows stronger, WPA knows it is important to inform and educate the general public to ensure safe and healthy lifestyles for our animal friends. WPA plays host to America's Family Pet Expo, the world's largest pet and pet products expo, hosted annually in Costa Mesa, Calif., and beginning in July 2011 in Puyallup, Washington. The organization also holds SuperZoo (www.superzoo.org), an annual pet industry trade show that showcases a comprehensive collection of exhibits and offers a variety of informative educational seminars known as SuperZoo University. WPA also offers Pet Industry Briefs, a free weekly e-newsletter providing vital industry information at your fingertips. For more information on WPA or to sign up for Pet Industry Briefs, please visit www.worldpetassociation.org.

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