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For immediate release

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**The Animal Rescue Site and Petfinder.com Announce
The Winners of the \$100,000 Shelter+ Challenge**

**South Wood County Humane Society of Wisconsin Wins \$25,000
Best Friends Animal Society of Utah Takes \$10,000 Prize
And More Than 50 Shelters All Receive Prizes of \$1,000 or More**

Seattle, WA—Tim Kunin, CEO of GreaterGood Network, the parent company of The Animal Rescue Site, announced on December 15 that South Wood County Humane Society of Wisconsin Rapids, Wisconsin, had won the grand prize of \$25,000 and Best Friends Animal Society of Kanab, Utah, had won the \$10,000 runner-up prize in The Animal Rescue Site's \$100,000 Shelter+ Challenge. In addition, fifty-four shelters and rescue organizations won \$1,000 state and regional prizes (as shown below) as well as eleven weekly prizes of \$1,000 were awarded to shelters as listed below.

“Amazing. Unbelievable. Heartwarming. I was stopped literally hundreds of times by people excited to tell me they were voting, and who they had roped into voting with them,” said Phil Hartley, executive director of the winning South Wood County Humane Society. “Like probably every shelter, we have seen an increase in our pet population throughout this year. This money will be set aside and used to help the future pets here at the shelter find good new homes.”

More than 3 million votes were recorded for the more than 12,000 participating Petfinder.com members, all animal adoption groups, who were eligible to participate. Over the course of eleven weeks of voting, The Animal Rescue Site gave away \$100,000 to shelters throughout North America.

The public was encouraged to vote once a day for a favorite group and the supporters of large and small animal rescue organizations throughout North America passionately presented the case for their shelter to win through blogs, e-mails, school room visits, and much more.

“We were delighted that this contest started people talking about the fantastic work that these organizations do and we hope that their communities will carry that support into 2009. In fact, we were so inspired by the love and support shown by the visitors to our site, we have decided to hold a second \$100,000 Shelter+ Challenge in 2009,” announced Tim Kunin, CEO of GreaterGood Network, the parent company of The Animal Rescue Site. “Once again, we will let the visitors to our site decide who will get this money.” More details on The Animal Rescue Site’s next \$100,000 Shelter+ Challenge will be released later.

All The Winners: Shelters and Animal Rescue Organizations

The following eleven organizations received \$1,000 for being “weekly winners” and garnering the most votes in a one-week period during the Shelter+ Challenge:

Best Friends Animal Society of Kanab, Utah
Days End Farm Horse Rescue of Lisbon, Maryland
Etosha Rescue and Adoption Center of Seguin, Texas
Happy Labs Rescue of Columbus, Indiana
Humane Society of McCormick County, Inc., of McCormick, South Carolina
Natchitoches Humane Animal Shelter of Natchitoches, Louisiana
Oasis Sanctuary of Benson, Arizona
Operation Scarlet Inc. of Lancaster, Pennsylvania
Rhode Island SPCA of Riverside, Rhode Island
SBRKY Small Breed Rescue of Kentucky of Nancy, Kentucky
South Wood County Humane Society of Wisconsin Rapids, Wisconsin

The following fifty organizations will receive \$1,000 for garnering the most votes in their state (*designates that they previously won \$1,000 as a weekly winner as listed above):

Fairbanks North Star Borough Animal Control, Fairbanks, Alaska
Two by Two Rescue, Helena, Alabama
Wynne Friends of Animals, Wynne, Arkansas
The Oasis Sanctuary, Benson, Arizona*
English Springer Rescue America, Inc, Los Alamitos, California
MaxFund Animal Adoption Center, Denver, Colorado
New England Border Collie Rescue, East Hartford, Connecticut
Animal Humane Sanctuary, Smyrna, Delaware
Greyhound Pets of America, Daytona Beach, Florida

New Rattitude - Southeast Region, Atlanta, Georgia
Maui Humane Society, Maui, Hawaii
Animal Rescue League of Iowa, Des Moines, Iowa
Pocatello Animal Shelter, Pocatello, Idaho
2nd Chance Animal Rescue, Vandalia, Illinois
Humane Society for Hamilton County, Noblesville, Indiana
Helping Hands Humane Society, Topeka, Kansas
SBRKY Small Breed Rescue of Kentucky, Nancy, Kentucky*
Natchitoches Humane Animal Shelter, Natchitoches, Louisiana*
Animal Refuge League, Westbrook, Maine
Days End Farm Horse Rescue, Lisbon, Maryland*
House Rabbit Network, Woburn, Massachusetts
Humane Society of Huron Valley, Ann Arbor, Michigan
Retrieve a Golden of Minnesota, Inc., Minnesota
Mississippi Animal Rescue League, Jackson, Mississippi
Missouri Pit Bull Rescue, Kansas City, Missouri
Rolling Dog Ranch Animal Sanctuary, Ovando, Montana
Neuse River Golden Retriever Rescue (NRGRR), Raleigh, North Carolina
4 Luv Of Dog Rescue, Fargo, North Dakota
Nebraska Humane Society, Omaha, Nebraska
NHSPCA, Stratham, New Hampshire
Helping Hearts Equine Rescue, Perrineville, New Jersey
Southwest Collie Rescue Inc, Mountainair, New Mexico
Heaven Can Wait Sanctuary, Las Vegas, Nevada
SBU Cat Network, Stony Brook, New York
Greyhound Adoption of Ohio, Chagrin Falls, Ohio
Small Paws Rescue Inc., Tulsa, Oklahoma
Oregon Humane Society, Portland, Oregon
Operation Scarlet Inc., Lancaster, Pennsylvania*
Rhode Island SPCA, Riverside, Rhode Island*
Humane Society of McCormick County, Inc., McCormick, South Carolina*
Almost Home Canine Rescue, Sioux Falls, South Dakota
Southern States Dachshund Rescue, Nashville, Tennessee
Etosha Rescue and Adoption Center, Seguin, Texas*
Utah Friends of Basset Hounds, Salt Lake City, Utah (runner-up in state totals behind Best Friends Society)
Middleburg Humane Foundation, Middleburg, Virginia
TARPS (The Animal Rescue and Protection Society), Chester, Vermont
Pet Over Population Prevention (POPP), Richland, Washington
Saving Paws Animal Rescue, Appleton, Wisconsin (runner-up in state totals behind South Wood Humane Society)
Randolph County Humane Society, Elkins, West Virginia
Campbell County Humane Society, Gillette, Wyoming

The following two organizations will receive \$1,000 for garnering the most votes in Puerto Rico or Washington, DC:

Second Chance Animal Rescue, Villalba, Puerto Rico
Washington Animal Rescue League, Washington, DC

The following two Canadian organizations will receive \$1,000USD for garnering the most votes in Canada:

Windsor/Essex County Humane Society, Windsor, Ontario
Dhana Metta Rescue Society, Vancouver, British Columbia

More About The Animal Rescue Site and Petfinder.com

Since 2002, The Animal Rescue Site has provided funding to animal rescue charities through the company's innovative Click to Give™ program, direct donations through such site programs as Gifts That Give More™ and contributions paid for by items sold through The Animal Rescue Site's store. The Petfinder Foundation is one of the beneficiaries of The Animal Rescue Site's Click to Give™ program.

Petfinder.com is an online database of pets that need homes in over 12,500 animal placement organizations in the U.S., Canada, and Mexico. The site has facilitated over 12 million adoptions since it was launched.

Thanks to its sponsors, Petfinder.com is free to both visitors and to its animal placement organization members. These sponsors are The Animal Rescue Site, which provided an additional \$100,000 in funding for the 2008 Shelter+ Challenge as well as continuing support through its Click to Give™ program, BISSELL Homecare, Inc., a manufacturer of home cleaning and floor care products, PETCO, a national pet supply retailer that sponsors in-store adoptions and provides coupon books for new adopters, and Merial, maker of the number one veterinary-recommended flea and tick preventative FRONTLINE® and heartworm preventative HEARTGARD®.