

FOR IMMEDIATE RELEASE

March 28, 2005

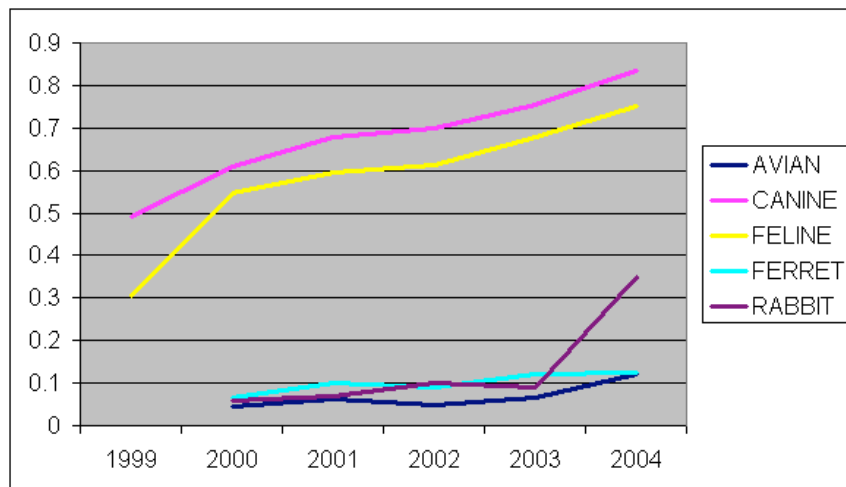


Contact: Karen Vitt, Public Relations, (503) 290-3712, karen.vitt@banfield.net

Banfield, The Pet Hospital Urges Proper Rabbit Healthcare and Feeding this Easter

PORTLAND, Ore. ~ This Easter, Banfield would like to remind families that rabbits make great Pets, but just like any Pet, they are an important responsibility. Like dogs and cats, rabbits can live eight years or more, and require lots of love and proper healthcare throughout their lives.

Diet is very important to rabbit health and illness prevention, and the alarming growth trend in overweight Pets can also be seen in rabbits. Banfield's database of millions of Pet medical records indicates that since 2000, the national rate of overweight bunnies has risen from 5.8% to 34.9%. The following chart, compiled from Banfield data, indicates the overall growth trend in overweight Pets, including rabbits.



Your local Banfield veterinarian can help you put together a plan to keep your Pet rabbit at a healthy and happy weight. Rabbits make wonderful, quiet Pets than can live inside with the family, and can even be litter box trained. But please remember, before choosing any Pet, it's important to make sure you understand the commitment involved.

Founded in Portland, Ore., in 1955, Banfield is celebrating its Golden Anniversary in 2005, and now has almost 450 Pet hospitals in the U.S., the U.K. and Mexico. For information, contact Karen Vitt, Public Relations, 503-290-3712, karen.vitt@banfield.net, or visit www.banfield.net.

####