



1-800-336-AVID



Dear Avid,

It is with tears of joy that I write this letter to you. About four months ago I lost my Pedigree Pomeranian dog, Nandy. I searched and searched for several weeks, but to no avail.

Signs were posted everywhere. Anytime one sign came down, two more would go up in its place. In the end however, despite my perseverance, it became apparent that someone

had picked Nandy up and must have adopted her as their own. She wore a collar, but it is easy to remove.

I eventually had to deal with the reality that there was no hope of ever seeing Nandy again. I truly love this dog...

The pleasant part of this story is shortly after Nandy's birth we had the forethought to implant the dog with one of your identification chips. I must admit that after the first month went by, there was low expectation of seeing the dog again... However, miracles still do occur. Just last Saturday Nandy must have escaped again. This time she was picked up by animal control. By the time my girlfriend and I got information that a Pomeranian dog meeting Nandy's description had been found, several other people already had laid claim to her. Proof of ownership was only possible after scanning her and positively identifying her A.V.I.D. number.

My gratitude to your product and staff is beyond words... I am eternally grateful. I shall speak highly of microchip implantation, with Avid Corporation in particular, until the end of my days.

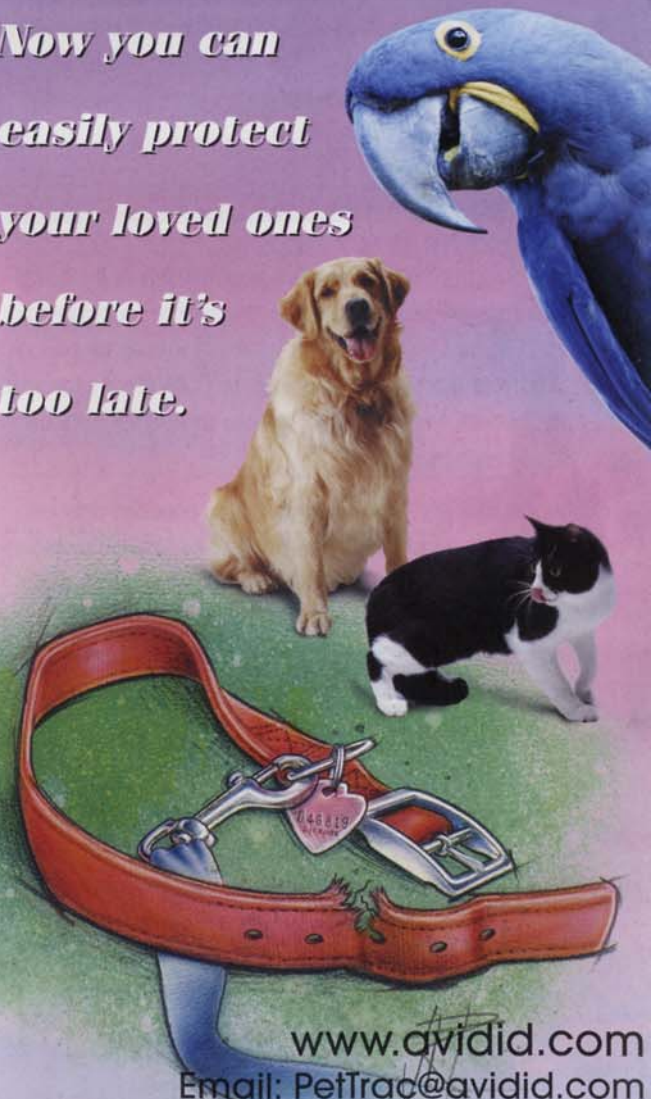
Thank you once again.

Sincerely,
Richard Cavaliero



Avid 1-800-336-2843
Global 24/7 Recovery Network
FriendChip™
Clearly a runaway success

*Now you can
easily protect
your loved ones
before it's
too late.*



www.avidid.com
Email: PetTrac@avidid.com

Have you ever lost a pet?

"It won't happen to me".

Like most people, that's what I thought until my dog did something he had never done before. . . he left home. The gate was unlatched, left open by mistake. Do you realize just how much your pet means to you? I didn't. After it was too late, I admitted he was part of my family.

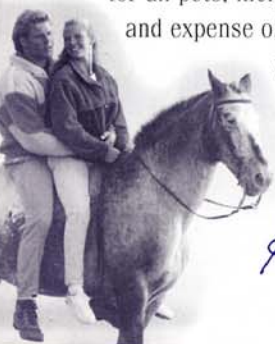
Frantic with worry, we did all the things we were supposed to do. Calls and visits to animal shelters, ads in the paper, flyers to veterinarians, and LOST DOG-REWARD posters hung everywhere. As we searched the neighborhood, we saw a lot of wandering dogs and cats, most without collars, just like the ones we had seen at the shelter.

As a veterinarian

I knew we were not the only ones going through this ordeal. Hundreds of LOST PET flyers have been posted at my hospital. I was frustrated. Frankly, I didn't believe anything could be done. Did you know that a family pet is lost every two seconds? That's millions every year! Shelters do their very best to locate owners, but if your pet has no form of identification, there's not much they can do.

Shelters are already overcrowded so lost pets can only be kept a short period of time. Meanwhile, owners are frantically spending time and money trying to find them. Does this make any sense? No one wants this to happen. No one wants this to continue! More pets die because their owners didn't identify them than from all infectious diseases combined.

The Avid® FriendChip™ was developed to make a difference for all pets, including yours. Avoid the pain, worry and expense of losing your pet. It's vital to identify your pet, before it's too late. Please, discuss Avid® with your veterinarian or shelter today. It really can save your pet's life.



A L Howard DVM

Founder and President

What is the Avid® FriendChip™?

It's a technology miracle.

Developed by a veterinarian, the Avid® FriendChip™ is the professional way to identify your pet and it's proven safe and effective. A tiny microchip that contains a personal, one-of-a-kind identification number distinguishes your pet as a special member of your family.



The FriendChip™ is so tiny that it fits through a hypodermic needle. Just like a vaccination, it's injected under the skin of your pet where it remains safely for life. This inexpensive procedure can be done anytime and, best of all, protect virtually any pet you love. . . dogs, cats, horses, birds, reptiles, exotics, even fish! Everywhere your pet goes, the FriendChip™ is there. Real protection that can't fade or fall off.

How the Avid® System works.

Every two seconds a family pet is lost.

Tragically, most never make it back home because their owners didn't identify them. Identifying your pet is vital. With Avid®, your pet can't leave home without his identification. If your lost pet is found by a participating shelter, they'll check him for a microchip with a special scanner.



When the shelter finds the chip number, they call Avid's 24 hour hotline at 800-336-2843. After a quick search of the PETtrac™ database, you, your veterinarian, or your alternate is contacted, and your pet comes home! A Scanner is provided free of charge to any shelter that requests one.

More than 100,000 scanners have been placed that read the Avid Chip and lost pets are being found every day. The dedication and commitment of shelter personnel makes our system work. They are directly responsible for the recovery of thousands of lost pets. These shelter professionals are truly heroes.



What is PETtrac™?

It's the best way to reunite lost pets with their families.

PETtrac™ is the global recovery network that has saved thousands of pets. Its sophisticated computerized Database maintains the information you provide to recover your pet. Best of all, this information will always be available because the Database is backed up by Veterinary Medical Associations. Once your pet is identified with the Avid® FriendChip™, he benefits from PETtrac's safety-net of protection for the rest of his life. You can choose from two enrollment options: **Plan A:** Multiple Pet Registry. One time payment of \$50.00 protects up to three pets. **Plan B:** Single Pet Registry. Affordable lifetime protection for your individual pet. It's only \$19.95. By enrolling in PETtrac™, you distinguish your pet as a special member of your family.



How PETtrac™ benefits your family.

Imagine being notified that your pet is found!

By enrolling in PETtrac™, you provide your pet with the most comprehensive and sophisticated safety-net of protection available. When your lost pet is found, you or your designated alternate will be contacted. Your pet will be reunited directly with you, his family. Now you can enjoy real peace of mind. Dedicated recovery specialists answer toll free calls (800-336-Avid) every minute of the day, every day of the year.



**Now You
Can Easily
Protect Your
Loved One!**

MOISTEN HERE MOISTEN HERE MOISTEN HERE MOISTEN HERE MOISTEN HERE

PETtrac™ Application

Apply Today!

Enroll by mail or fax. Fill out and sign application. Enclose correct payment. Do not send cash.

- PLAN A:** Multiple Pet Registry. Enclose payment of \$50.00 to protect up to three pets. Attach separate sheet as needed.
- PLAN B:** Single Pet Registry or Owner Transfer. Enclose \$19.95 per pet for a lifetime pet registration. (ex. 2 pets = \$39.90)
- INFORMATION CHANGE:** Enclose \$6.00 (ex. change of address). Special Military rates available.
- NEW MEMBER ALREADY A MEMBER

Membership or Microchip No. _____

1. Owner Information

Last Name	First Name	Middle Initial
Address		
City	State	Zip
Home Phone	Work Phone	
Fax	E-mail	

2. Alternate Contact

Last Name	First Name	Middle Initial
Address		
City	State	Zip
Home Phone	Work Phone	
Fax	E-mail	

3. Veterinarian/Implanter Information

Last Name	First Name	Middle Initial
Facility		
Address		
City	State	Zip
Phone	Fax	

4. Pet Information - Pet #1

Pet Name			
Species (Dog / Cat / Horse / Bird / Other)		Breed	
Gender	Neuter/Spay/Chemical	Date of Birth (Year/Month/Date)	Weight (lbs.)
M / F	Yes / No / Chem.	/ /	/ /
Color / Markings			
Medication			
Other Data			
Microchip ID# (please check for accuracy)			

5. Pet Information - Pet #2

Pet Name			
Species (Dog / Cat / Horse / Bird / Other)		Breed	
Gender	Neuter/Spay/Chemical	Date of Birth (Year/Month/Date)	Weight (lbs.)
M / F	Yes / No / Chem.	/ /	/ /
Color / Markings			
Medication			
Other Data			
Microchip ID# (please check for accuracy)			

Make check payable to AVID® in the amount of \$19.95 per pet for the Single Pet Registry or Owner Transfer, or \$50.00 for the Multiple Pet Registry, or \$6.00 for information change.

PAYMENT: Check or Money Order
 CHARGE MY: VISA Master Card
 Discover American Express

Card # _____

Expiration Date _____ Security Code _____

AUTHORIZATION

I acknowledge that the above information is true and correct. My signature authorizes the release of this information and payment if paying by credit card.

Signature _____ Date _____

PHONE: 951-371-7505 • 800-336-AVID • FAX: 951-737-8967

E-mail: Pettrac@AvidID.com • www.AvidID.com

REV. 06/09

For Value Received, _____ hereby sell, assign and transfer
into _____

said animal represented by within Certificate.

Dated _____ 20____

In Presence of _____

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST - CLASS MAIL PERMIT NO. 31 NORCO, CA

POSTAGE WILL BE PAID BY ADDRESSEE

PETTrac™
(Member of AVID Group)
3185 Hamner Ave.
Norco, CA 92860-9972



Avid 1-800-336-2843
Global 24/7 Recovery Network
FriendChip™
Clearly a runaway success

*A simple injection
means a lifetime
of protection.*



www.avidid.com
Email: PetTrac@avidid.com



Certificate of Ownership

This certifies that

FriendChip Number	Date	Sex	Color
Species	Breed	Age	
Pet Name	has been permanently identified with the above number by		
	Address		
Veterinarian	The registered holder of said animal is		
	Address		
Owner			

Transferable only on the books of AVID by the holder hereof upon surrender of this certificate properly endorsed.