

*Each year
more than
20 million
pets never
make it
home...*

**At last, there's an
effective solution:**



**Identification and
Recovery System**

from

DESTRON FEARING



Lifechip and a nationwide database team up to

Return lost pets to owners . . . fast and efficiently!

You've seen it many times: a stray animal is brought in. It's well cared for and you know it's someone's cherished pet. But there's no ID and you have no way to find the owner. Chances are, it will never make it home. To solve the problem, you need a foolproof method of identifying animals as well as a fast and effective

means of tracing ownership information. The Lifechip Identification and Recovery System gives you exactly that. A tiny microchip injected under the skin of an animal gives it permanent, positive identification safely and simply. And a nationwide computer database gives you a fast, accurate way to trace pet owners.

Here's what you do:

Chip and register the animal

You inject the chip under the area of loose skin between the shoulder blades at the base of a dog or cat's neck. (Animals other than dogs and cats can, of course, be chipped as well. Injection sites vary by species.)

It's a quick and simple procedure that's safe and painless for the animal.

Then just fill out ownership information on the supplied forms and send them in to the registration center.



When you find a lost animal:

- 1 Read the ID number.**
Simply pass the scanner near the area of injection and press a button. The animal's unique ID number is easy to read on the LCD display.
- 2 Dial up the database.**
Simply make a toll-free phone call to the registration center and report the number. You get the owner's name, address and telephone number right away.
- 3 Return the pet to its owner.**





Here's what the Lifechip System includes:

Safe and reliable chip

A tiny microchip etched with a unique, unalterable 10-digit ID code is attached to a miniature antenna and sealed in a glass capsule about the size of a grain of rice to form a transponder. Our experience with nearly 3 million animals, as well as long-term studies conducted by independent laboratories, have proven Lifechip transponders to be safe and reliable.

Anti-migration protection

You inject the chip subcutaneously, in the same simple way you give an animal a vaccination. Lifechip's patented anti-migration cap helps prevent transponder migration.

Your choice of easy-to-use readers

Choose the reader that fits your needs and your budget. All Lifechip readers display the animal's ID code with the push of a button. The low-cost Handi-Reader is lightweight and durable, making it ideal for field and office use. The full-function Mini-Reader lets you transfer ID codes to your PC automatically.

Globally accessible owner data

Supported and endorsed by independent and non-profit animal welfare organizations around the world, Lifechip owner-information databases are already established in 15 countries. These reliable databases are backed by the strength and commitment of Destron/Fearing and all its marketing partners, including multinational corporations like Rhone Merieux and Dainippon Pharmaceutical.

The software connection

Besides helping you solve the problem of lost pets, the Lifechip system can make your office more efficient. Used in conjunction with your PC and compatible software, the Lifechip system streamlines your record keeping, saves you time and increases your accuracy.



The global solution



- Unalterable, permanent ID
- Unique identification
- Quick and simple to inject
- Safe and painless for the animal
- Patented anti-migration cap
- Software compatible

Destron/Fearing

Dedicated to animal identification since 1945

Destron/Fearing is the product of a merger between Destron/IDI and Fearing Manufacturing Company, two of the world's leading animal identification providers. By joining forces, Destron/Fearing has become the only complete animal identification solution company in the world, offering a broad family of products from conventional eartags, electronic eartags, injectable transponders and compatible reading systems, to animal data collection and retrieval systems. The company is backed by the strength of its manufacturing partner, GM/Hughes, and by the strength and dedication of its marketing partners worldwide.

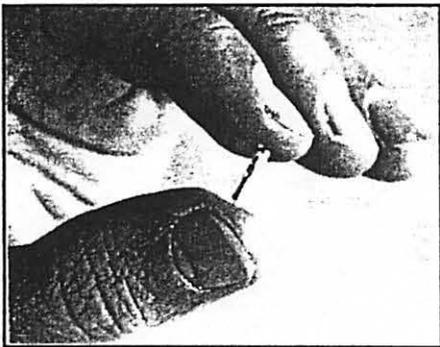
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How Can This Tiny Chip Save a Pet's Life?



Why is AniCare the Best Buy?

- ◆ Anti-migratory cap (won't migrate and require surgical removal)
- ◆ Individual, sterile needle and chip (quick and easy implant)
- ◆ Four bar code labels
- ◆ National data base (one location to call for records on all microchips)
- ◆ Marketing assistance (flyers, posters, and media programs provided by AniCare)
- ◆ Computerized link to national data base (available if desired)

A Reliable System Backed by Patents

Many of AniCare's features are backed by patents, making it the leader in reliable and safe animal identification and recovery.

Commonly Asked Questions About AniCare™ Microchipping

Q: How does microchipping work?

A: The AniCare microchipping system uses a patented radio frequency communication link that provides quick and reliable information to identify an animal. This radio link accesses a uniquely encoded microchip, which has been implanted subcutaneously between an animal's shoulder blades. The microchip is about the size of a grain of rice. The radio signal sent by the reader prompts the microchip to transmit its code to the reader, where the animal's unique ID number is displayed in the LCD window of the reader. Using the animal's ID number, the national data base is referenced to establish contact with the animal's owner.

Q: Is injecting a chip painful? Does it require anesthesia?

A: No. Injecting a chip is no more painful than any other vaccination and does not require anesthesia.

Q: What species of pets can be microchipped?

A: All animals, parakeets to pachyderms, can be microchipped. Dogs, cats, horses, ostriches and llamas are the most commonly chipped animals.

Q: Will your scanner read other microchips?

A: Yes. The scanner used by AniCare will read all chips that utilize the standard communication protocol.

Q: Is migration of microchips a problem?

A: The AniCare system uses **only patented anti-migratory** microchips. However, migration is a real problem when chips without anti-migratory caps are used. In one study, one-third of the microchips without anti-migratory caps moved within the animal. This could create the liabilities associated with surgical removal.

Q: Where is microchipping being done?

A: It has been widely accepted in Canada and Europe, where Great Britain's Royal Society for the Prevention of Cruelty to Animals (RSPCA) has given its full endorsement, and in the United States in locations such as Des Moines, IA; Saginaw, MI; Asheville, NC and Marin County, California to name a few.