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The International Cat Association and Embrace Pet Insurance Partner to Protect Cats' Health and Welfare

Cats and kittens around the world will benefit from a new health and welfare program formed between The International Cat Association (TICA) and Embrace Pet Insurance.

FOR IMMEDIATE RELEASE

HARLINGEN, Texas and CLEVELAND, Ohio—The International Cat Association (TICA), the world's largest genetic registry of pedigreed cats, and Embrace Pet Insurance, an online pet insurance provider providing a higher standard of care and customization to pet parents, are partnering to offer TICA members exclusive discounts for their cats and kittens and extended pet insurance benefits TICA breeders can offer their own customers.

"Responsible pet ownership, encouragement of the best possible health care for pets, and building a positive influence in the cat breeder community are foundational philosophies for TICA," said Vickie Fisher, President of TICA. "Embrace Pet Insurance shares these goals. And, Embrace provides the most comprehensive coverage and services that TICA feels most benefit their members, cat breeders, and cat owners."

The partnership between TICA and Embrace Pet Insurance provides each TICA member with an attractive discount on their own pet health insurance policies. Plus, Embrace is launching a program that will allow TICA breeders to send kittens to their new homes with introductory pet insurance coverage.

"TICA members will not only provide better care for their own cats and kittens, but most importantly they will be able to pass on the opportunity for coverage to the people who purchase their kittens or cats," said Fisher. "This will further differentiate TICA cat breeders."

"A policy from Embrace ensures that no pet parent will ever have to sacrifice the health and well-being of their pet for financial reasons," said Laura Bennett, CEO of Embrace Pet Insurance. "This is what makes our partnership with TICA especially fitting—we share the guiding principles of pet welfare and responsible pet ownership."

Embrace is the only pet insurance company that allows customers to choose their coverage, policy maximum, deductible, and co-pay. Embrace plans also cover many things, such as breed-specific conditions that pure-breed cats can easily get, that other pet insurance providers do not.

"Other organizations have associations with other pet insurance companies but Embrace not only provides what we consider the best insurance coverage compared to other companies, but Embrace also shares the same philosophy about cat welfare as TICA," said Fisher. "That is important to our members and it is why we chose to partner with Embrace."

About The International Cat Association

Organized during 1979, The International Cat Association (TICA) is the world's largest genetic

registry of pedigreed cats, largest registry of household pet cats and kittens, and one of the world's largest sanctioning bodies for cat shows. TICA currently recognizes more than 54 breeds of cats. No matter where you are, you're in TICA's world. A world of fabulous felines...fun...and friendships. To learn more about TICA visit <http://www.tica.org/>

About Embrace Pet Insurance

Embrace Pet Insurance is an online pet insurance provider built on a deep commitment to providing a higher standard of care and customization to pet parents. A policy from Embrace ensures that no pet parent will ever have to sacrifice the health and well-being of their pet for financial reasons. Embrace is the only pet insurance provider that allows customers to design their own custom pet health insurance policy. To learn more about Embrace Pet Insurance, visit www.embracepetinsurance.com

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