



Petco Adds Industry-Leading Pet Insurance Marketplace to Suite of Pet Health Offerings

January 30, 2018

New digital platform provides a one-stop-shop for navigating and selecting the best pet insurance plan

SAN DIEGO, Jan. 30, 2018 /PRNewswire/ -- Petco today announced it has acquired leading pet insurance marketplace PetInsuranceQuotes.com, providing pet parents with an efficient way to obtain instant pet insurance quotes and compare coverage options, all while reading reviews and testimonials from major pet insurance companies.



To help pet parents navigate the often confusing world of pet healthcare, the site provides detailed insurance plan descriptions and comparisons for both dogs and cats, as well as fast facts on how the pet insurance industry operates. To help pet parents seamlessly identify a plan that best meets their needs, the platform brings most major pet insurance companies to the customer, easily organized in one place, including Trupanion, Healthy Paws, Petplan, Pets Best, Embrace, Pethealth and Nationwide.

"By helping pet parents find the perfect policy to protect their four-legged family member, we hope to ease the stress and panic pet parents face when their beloved pets run into health issues," said PetInsuranceQuotes.com founder Nick Braun. "We're excited to bring awareness to the pet insurance market and share the simplicity of our purchasing process with Petco's strong and loyal customer base."

One in three pets will get sick or injured this year, yet less than 1 percent of American pet parents purchase insurance for their pets, a gap that forces many pet owners to make decisions they don't want to and shouldn't have to make. Under this new partnership, Petco and PetInsuranceQuotes.com aim to close this gap and help more pets live healthier, happier lives.

"At Petco, we never want to see a pet parent make difficult decisions or hesitate to make the very best choices for their pet's health purely because of cost," said Brock Weatherup, EVP Strategic Innovation & Digital Experience at Petco. "We believe all pet parents should have pet insurance, but we know that understanding and navigating pet insurance choices can be confusing and overwhelming. By bringing PetInsuranceQuotes.com's easy-to-use healthcare system to our customers, we're making the choice as simple as possible and further expanding our ability to offer personalized solutions for complete pet health, serving every pet parent's needs, at every step of their journey."

As part of Petco's mission to address the growing demand for personalized, convenient, affordable pet care, PetInsuranceQuotes.com joins Petco's growing suite of pet wellness offerings, including online pet advice service PetCoach; life stage-focused subscription service PupBox; and in-store grooming, training and veterinary services.

Pet parents can find Petco's new online Pet Insurance Center at petco.com/petinsurancequotes, a comprehensive and growing digital resource for all things pet insurance, including articles, advice, feedback, testimonials and 'how to' guides.

PetInsuranceQuotes.com was founded in 2011 after Braun adopted a rescue Labrador mix named Beau and became frustrated by the confusion involved in the process of identifying the right insurance plan for his pup. With no trusted, independent site he could turn to, Braun, a serial entrepreneur, created his own solution. Three years later, pet insurance allowed Braun to avoid financial worries when Beau fell ill with a cancerous tumor.

As part of the acquisition, Braun, an Accredited Adviser in Insurance (AAI®) and member of the North American Pet Health Insurance Association (NAPHIA), will join the Petco team as General Manager, Pet Insurance, reporting to Weatherup.

For more information or help with getting your pet safely insured, visit petco.com/petinsurancequotes.

About Petco and the Petco Foundation

With more than 50 years of service to pet parents, Petco is a leading pet specialty retailer that obsesses about delivering health and happy experiences for pets and the people who love them. We do this by providing the products, services, advice and experiences that keep pets physically fit, mentally alert, socially engaged and emotionally happy. Everything we do is guided by our vision for Healthier Pets. Happier People. Better World. We operate more than 1,500 Petco and Unleashed by Petco locations across the U.S., Mexico and Puerto Rico; prescription services and pet supplies from the leading veterinary-operated pet product supplier, [Drs. Foster & Smith](http://Drs.Foster&Smith); digitally-delivered pet health advice through PetCoach.co; and

[petco.com](https://www.petco.com). The Petco Foundation, an independent nonprofit organization, has invested more than \$200 million since it was created in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.

Contact: Lisa Stark, Lisa.Stark@Petco.com

SOURCE Petco