



FOR IMMEDIATE RELEASE
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PetWatch Names Diane Levitan, VMD, Chief Medical Officer
Adds Internationally Known Small Animal Internal Medicine Specialist

Urbana, MD—PetWatch Animal Hospitals, Inc. (“PetWatch”) today announced the addition of Diane Levitan, VMD, Diplomate American College of Veterinary Internal Medicine, small animal, to its distinguished team. As Chief Medical Officer, she will oversee medical operations—including university collaboration, continuing education programs, standards of care programs, medical advancement and community outreach—enabling PetWatch clinicians and support staff to remain the most knowledgeable, progressive and valuable contributors to veterinary medicine.

Dr. Levitan’s philosophy and methods of providing not only the highest possible level of treatment for the pet, but also addressing the emotional and intellectual needs of the entire family, fulfills a need in veterinary medicine in the most unique and successful manner yet. Her concept of allowing pet owners to stay with their pets during the pet’s hospitalization has not only revolutionized the field, but also proven to be a huge benefit to the patients, resulting in quicker healing times, fewer medications, improved pet owner compliance, increased recommended follow up visits and client satisfaction.

Her role at PetWatch will help to accomplish the organization’s mission to provide the best and most progressive health care options for pets while fulfilling the emotional and intellectual needs of the entire family; to enable progressive veterinary medicine through focused support of academic institutions and to be the preferred care providers in the field of veterinary medicine for years to come.

“We are thrilled to bring in such a talented and accomplished specialist as our Chief Medical Officer,” said L. Peter Smith, Chief Executive Officer of PetWatch. “Dr. Levitan is a passionate and tireless advocate for ‘the human side’ of veterinary medicine. She recognizes that pets are an integral part of the family and that care and compassion for the entire family should be of utmost importance, second only to the most advanced and most compassionate medical care available for pets.”

After graduating with honors from the University of Pennsylvania School of Veterinary Medicine in 1991, Dr. Levitan held an internship in small animal medicine and surgery at Animal Medical Center in New York City. Building on this foundation, she completed a residency in Small Animal Internal Medicine at Tufts University School of Veterinary Medicine. A board certified specialist in small animal internal medicine, Dr. Levitan has taught courses in cardiology, ultrasound, endoscopy, laparoscopy, disease management, client communications and much more. She is a member of the National Disaster Response Team, American College of Veterinary Internal Medicine; Long Island Veterinary Medical Association; American Veterinary Medical Association; Comparative

Gastroenterology Society; Veterinary Emergency and Critical Care Society; has been the historian and is currently the secretary for the Society of Veterinary Medical Ethics; and is past development director and currently sits on the Board of Directors for the American College of Veterinary Internal Medicine Foundation. In addition, she is the founder of her own non-profit called For Animals In The Hospital (FAITH), an organization that raises fund to defray costs of unowned animals and animals of owners on government assistance.

Dr. Levitan has built three successful veterinary businesses. In her latest endeavor prior to joining the PetWatch team, Dr. Levitan built and served as the director of the world's first veterinary referral hospital to incorporate hospital rooms to accommodate pet owners at The Center For Specialized Veterinary Care ("CSVC") on Long Island in Westbury, NY. The CSVC is a state-of-the art animal hospital where the emotional needs of the pet's entire family are considered as important as providing superior veterinary care. CSVC is a facility where board-certified veterinary specialists work together to offer a team approach to care. PetWatch and CSVC have recently partnered to bring together a powerful combination of the expertise and resources that are necessary to build an advanced, innovative model for exceptional animal care that will set a new market standard.

"Partnering with PetWatch was an easy choice—we are both dedicated to filling the voids that exist in veterinary medicine today, as well as representing the benchmark for standards of practice, patient and client care," said Dr. Levitan. "The integrity, expertise, resources and open mindedness of the entire team makes going to work each day stress-free and fun. I look forward to being able to continue to influence the face of veterinary medicine and the level of care provided to pets today and in the future with the fabulous team. As Chief Medical Officer at PetWatch, I have a broader platform to share my passion and my vision,"

"PetWatch is building a network of 24 hour emergency, critical care and referral hospitals dedicated to providing the best possible veterinary care available," said CEO Smith. "Like CSVC, we believe in working closely with pet owners and referring veterinarians and inviting them to be a part of their pet and patient's care. Taking Dr. Levitan from her role at CSVC and expanding it to the entire PetWatch network is a natural fit."

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About PetWatch

Founded in 2007, PetWatch brings to its veterinary partners extensive management and financial resources, best business practices, and the requisite animal care market expertise to increase productivity, profitability and patient value while enabling practicing professionals to return to the real business of their business – helping animals in need. The "PetWatch Partnership Model" is built upon a triple bottom line business philosophy designed to enhance the quality of care, services offered and practice of 21st century veterinary medicine while – simultaneously –increasing operational efficiency, market

share and the bottom line. Comprised of veterinary practices and emergency hospitals, the PetWatch network is committed to delivering the highest quality primary and specialty care as well as referral medicine. Our centers of excellence and staff specialists are dedicated to the principals of modern veterinary medicine, providing state-of-the-art critical care to animals across all fields – oncology, neurology, cardiology, internal medicine, dermatology, and surgery.

For more information, please visit www.petwatchinc.com.