



FOR IMMEDIATE RELEASE

December 17, 2007

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**National Model for Specialized Pet Care Services Now Open In
Metropolitan D.C. Area - Partnership of Greenbriar and PetWatch
Animal Hospitals Announced -Veterinary Specialists Join the Staff**

Urbana, MD -- PetWatch Animal Hospitals, Inc. ("PetWatch") has entered into a partnership agreement with Greenbriar Veterinary Referral & Emergency Center ("Greenbriar" --formerly known as Greenbriar Pet Resort and Veterinary Hospital) to develop an advanced, innovative model for exceptional animal care.

"This partnership is an important first step in creating a leading specialty and emergency pet care model in the nation," said Mr. Peter Smith, CEO of PetWatch. "This is the beginning of a series of partnerships in which PetWatch will provide streamlined marketing, human resources, IT, finance and accounting, purchasing and payroll in one proven, leading-edge system and provides talented veterinarians and specialists with the freedom to practice the highest quality pet care. Greenbriar is the perfect partner to promote this 21st century vision of specialized animal care."

Located in Urbana (Frederick County), Maryland and set on 30 wooded acres, Greenbriar is a state-of-the-art 35,000 square foot 24/7 facility focused on specialized medicine, emergency care and companion animal boarding services. The partnership between PetWatch and Greenbriar brings together the expertise and resources necessary to build a premier model of animal care and set a new market standard.

"Our partnership with PetWatch provides Greenbriar with access to additional expertise to expand our impressive emergency staff and recruit top specialist veterinarians in areas such as oncology, dermatology, and critical care," said Greenbriar's majority owner William Amoroso, DVM. "We have been searching for the right partner to help us fulfill our original dream for Greenbriar and PetWatch brings the background, expertise and resources needed to move Greenbriar to the next level of our planned development." PetWatch recently recruited Dina Schofield, a soon to be board certified veterinary surgeon and signed Tracey Rossi, DVM to join their talented staff at Greenbriar. Dr. Rossi recently finished her residency at Tufts University College of Veterinary Medicine in North Grafton, Massachusetts, and will set up an Internal Medicine practice at Greenbriar. Educated at North Carolina State College of Veterinary Medicine, Schofield completed her surgical residency at Veterinary Referral Center in Malvern, Pennsylvania. A skilled clinician in areas as diverse as urogenital, cardiac and neurosurgery, Dr. Schofield's professional focus is orthopedics.



“Combining PetWatch’s nationwide network of leading veterinary specialists with Greenbriar’s extensive advanced diagnostic and therapeutic equipment is a winning combination,” Smith said. “This partnership will create a state-of-the art veterinary referral and emergency facility where Maryland, Virginia and DC residents, as well as those across the country can bring their beloved best friends, the family pet. Whether it is their pet dog, cat, rabbit, hamster, pig, cow or goat, the Greenbriar staff and facility is ready to provide the highest quality of specialized care available.”

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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 -- 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. www.petwatch.com??

Greenbriar

Greenbriar Veterinary Referral and Emergency Center is a state-of-the-art facility conveniently located in Urbana, Maryland (Frederick County) and serving clients from Maryland, Washington, D.C., and Virginia. Greenbriar offers compassionate and skilled veterinary care around the clock with specialists in internal medicine, oncology, dermatology, critical care, surgery and neurosurgery. Greenbriar’s partnership with PetWatch Animal Hospitals, a nationally recognized network of animal hospitals, has expanded its expert services at Greenbriar, further delineating the facility as a national model for animal care. The Resort at Greenbriar is also a top animal boarding facility offering clean, luxury boarding in addition to critical and emergency services. For more information please visit: www.greenbriarkennels.com.