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## **Halo, Ellen and Stamps to the Rescue!**

*Halo, Purely For Pets and Ellen DeGeneres Join The U.S. Postal Service Animal Rescue Campaign By Donating 1 million meals of Halo Spot's Stew*

**TAMPA, FL, March 17, 2010** – Halo, Purely for Pets ([www.halopets.com](http://www.halopets.com)), a leading producer of holistic pet care products, announced today it is working with the United States Postal Service to promote its 2010 social awareness stamp, "Animal Rescue: Adopt a Shelter Pet." In celebration, Halo and its co-owner, animal advocate Ellen DeGeneres, plan to donate 1 million meals of Halo Spot's Stew to shelter pets awaiting adoption.

"We were honored to be approached by USPS for this campaign," said Steve Marton, CEO, Halo Purely for Pets. "We're here to help make sure this amazing social awareness translates into a meaningful difference for shelter pets. That's why we're working with everyone to reach the 1 million meal donation of Halo Spot's Stew."

While pet lovers have the opportunity to purchase the "Animal Rescue: Adopt a Shelter Pet" stamps, Halo will also give them the chance to help participate in their goal of feeding 1 million dogs and cats in 2010 through contests, Facebook, Twitter, and through Freekibble.com.

Beginning today, posters and counter cards will be at every retail office and a new website, [www.stampstotherescue.com](http://www.stampstotherescue.com), has been launched to support the promotion and to provide additional information.

The stamps can be pre-ordered beginning today at [stampstotherescue.com](http://stampstotherescue.com). On April 30, Ellen will join Postmaster General John E. Potter for the official stamp dedication ceremony at the Academy of Television Arts & Sciences in Hollywood. The stamps will be available for sale nationwide that day.

"Pet adoption is something I'm extremely passionate about," said Ellen DeGeneres, Co-Owner of Halo Purely for Pets. "I believe that by working together, we can find good homes for the millions of homeless and abandoned pets out there. And until they get adopted, I'm happy to say that Halo and I are giving one million meals to shelter pets that are waiting for you."

"These stamps continue a 50+ year Postal Service tradition of bringing attention to serious social issues of the day ... one letter at a time," said Postmaster General John E. Potter. "Our goal is to increase public awareness of the number of sheltered pets in this country, to encourage pet adoption and to promote humane and responsible pet care."

Halo is also proud to partner with 13 year old Mimi Ausland and the organization she started, Freekibble.com. She was named the ASPCA and Humane Society of the US kid of the year because of the awareness she's created for shelter pets. To kick off this campaign, Halo and Freekibble.com have already donated over 120,000 meals together to shelter pets this year.

For more information, please visit [www.halopets.com/help](http://www.halopets.com/help), or [www.stampstotherescue.com](http://www.stampstotherescue.com)

## **ABOUT HALO, PURELY FOR PETS®**

For over 20 years, Halo, Purely for Pets® has created holistic pet products of uncompromising quality. Halo believes nutrition is the single most important factor in the quality of a pet's life. Halo natural pet food, treats, supplements and grooming products – including the award-winning Halo Spot's Stew, Dream Coat and Liv-a-Littles treats -- are available at Petco and Whole Foods, at thousands of independent pet specialty and natural food stores, and online at [www.halopets.com](http://www.halopets.com).

Ellen DeGeneres – a long time Halo customer -- became a part-owner of Halo in 2008, saying, “because I think Halo is incredible, I decided to become part owner in hopes that all animals have the chance to be the healthiest they can be. And I'm anxious to spread the word so that everybody knows about Halo.”

## **ABOUT THE UNITED STATES POSTAL SERVICE**

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 150 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars. With 36,000 retail locations and the most frequently visited website in the federal government, the Postal Service relies on the sale of postage, products and services to pay for operating expenses. Named the Most Trusted Government Agency five consecutive years and the third Most Trusted Business in the nation by the Ponemon Institute, the Postal Service has annual revenue of more than \$68 billion and delivers nearly half the world's mail. If it were a private sector company, the U.S. Postal Service would rank 28th in the 2009 Fortune 500.

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