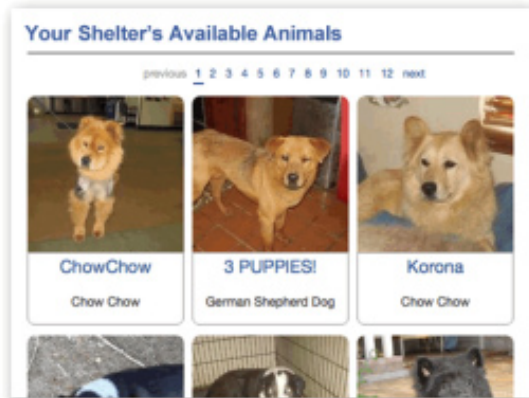


YOUR ADOPTABLE ANIMALS PAGE: Giving animals exposure through Facebook

YOUR ADOPTABLE ANIMALS



How Do I Install?

Easy to install on Facebook fan, application, business, & group pages



1. Visit <http://apps.facebook.com/adoptable-animals>. (Must be an administrator of the page in order to install)

2. Installation wizard will walk you through 3 easy steps:

3. DONE!

If you have any questions or issues installing your Adoptable Animals Page, please contact Chelsey Oda at chelsey@dogtimemedia.com or call 415-830-9319.

What is the Adoptable Animals Page?

- DogTime Media's latest product was developed to give animals waiting for homes more exposure through Facebook.
- When your shelter or rescue puts the Adoptable Animals Page on your Facebook pages, you'll get more exposure for the animals in your shelter.
- For non-rescue or shelter sites that have a Facebook page and want to support a specific shelter, this is the easiest way to showcase a shelter's adoptable animals.

Benefits of the Adoptable Animals Page

DATA QUALITY

- Data free of "powered by", credit stipulations, advertisements, or logos
- Same data the ASPCA uses
- Data updated every 15 minutes 24 hours a day
- Data scrubbed for inactive/non-existent organizations and **breeders and puppy mills** posing as rescues
- Over 3,000 rescues to feature

CUSTOMIZABILITY

- Ability to change which shelter's animals you feature
- Badges available to help drive traffic directly to your Adoptable Animals Page on Facebook

EASE OF INSTALLATION

- Free to install and use
- 3 step wizard that walks you through the steps
- Takes less than **5 minutes** to install

FUNCTIONALITY

- Another place for people to see animals available for adoption
- Navigation tab on the left hand side of Facebook page makes it easy for people to find
- Dogs and cats are included in the database