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Bernstein-Rein Top Dog for Banfield, The Pet Hospital®

KANSAS CITY, Mo. — Following an extensive national review process, Bernstein-Rein Advertising has been selected to assist in the branding efforts of Banfield, The Pet Hospital®, the world's largest general veterinary practice. With more than 750 locations, 2,000 veterinarians and more than 10,000 associates, Banfield sees approximately five million pets each year. This partnership will cover aspects of branding and communication elements from in-store to online. The agency's work for Banfield will launch in the first quarter of 2010.

"We were impressed with Bernstein-Rein not only because of their strategic thinking and innovative creative execution," said Tony Ueber, Executive Vice President and Chief Operating Officer (COO) for Banfield, The Pet Hospital, "but also their outstanding reputation with industry brands such as Bayer Animal Health and PetSmart. Their experience made this a natural fit."

"We're excited to work with Banfield." said Steve Bernstein, President, Bernstein-Rein. "Pets and their care and welfare is obviously something very near and dear to all of us here at Bernstein-Rein, which is why we look forward to working with Banfield on its rebranding efforts."

About Banfield, The Pet Hospital:

Founded in Portland, Ore., in 1955, Banfield has become the largest Pet general veterinary practice in the world, with more than 750 hospitals in neighborhoods across the United States. More than 2,000 veterinarians at Banfield are committed to giving Pets the highest quality of veterinary care. Banfield hospitals offer a full range of general medical services, computerized medical records, preventive care plans for Pets and extended operating hours. Banfield is the only veterinary practice in the world with an extensive quality assurance program. Banfield, The Pet Hospital helps extend the lives of millions of Pets each year through our Optimum Wellness Plans®.

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About Bernstein-Rein:

Bernstein-Rein is the agency and marketing partner that sees what others don't see and whose teams discover insights and create solutions that drive results and enable its clients to win. Established in 1964, Bernstein-Rein continues to leverage insightful imagination to build some of the world's best-known brands and turn them into household names, and inspire consumers to act. Go to www.bernsteinrein.com for a list of clients and to see award-winning work.

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