



How do I Register My Pet with PetLink?

1). For newly microchipped pet owners:

Go to www.petlink.net, select "Register Your Pet" on the home page, then fill in the information about yourself and your pet and click on "Submit."

2). For pet owners that already have a PetLink account:

Go to www.petlink.net, sign into your account (input your e-mail address and password in the login fields) and select "Register Your Pet" from the menu.

For any assistance, please send an email to

petlink@petlink.net

PetLink™ gives you real peace of mind.

Thanks to PetLink, Datamars' registration and reunification system, thousands of pets are reunited with their owners each year.

PetLink benefits:

- 24/7 pet recovery hotline (1-877-738-5465)
- One time fee for the lifetime of your pet
- FREE "lost pet" posters complete with your pet's photo
- Email reminders to update owner information
- Useful tips and successful "found pet" stories

**Datamars, Inc.
250 West Cummings Park
Woburn, MA 01801**

... especially at critical and unexpected times. Such as if your beloved family pet should become lost.

Why Do Pets Run Away?

Dogs and cats by their very nature have characteristics that make wandering common. Both are highly curious by nature. Their close relatives include wolves and tigers, both of which hunt and check out new areas of interest continually. Exploring and chasing objects of desire is an instinctive action for household pets; even if they receive proper attention and care at home, because by their nature they will have an inkling to find out what lies beyond their territories, and sometimes that longing can't be denied.

Dogs in particular have several forces that could potentially propel them out the door. For starters, just the smell of another dog in heat could spark their procreation urge. Neutering and spaying reduce this likelihood by about 90 percent, but that leaves a small percentage of fixed animals that are ruled by pheromones. Another way their noses get them into trouble is by smelling food. If a tasty treat from afar tempts them enough, they'll seek out its source. Also, if they're not being stimulated enough at home — puppies and certain breeds have tons of energy and need proper outlets for it — they can run away out of sheer boredom.

Ask Your Veterinarian About Microchipping Your Pet

It Gives Your Pet a Silent Voice.

Even though family pets cannot talk you have the power to provide a silent voice to your "best friend," by microchipping your family pet. A microchip is a small device, about the size of a grain of rice. The microchip is an identifying integrated circuit that your veterinarian can implant under the skin of your family pet.

Why Microchip Your Pet?

Each year millions of lost and abandoned animals are taken in by animal welfare organizations throughout the United States. A very small percentage of those lost pets are actually reunited with their family. The major reason for failing to reunite a lost pet with its owner is because the pets are unidentifiable. Microchipping offers pet owners the only truly permanent method of identifying your pet and linking the animal back to you. If you want to improve your pet's chances of getting home in a lost-pet emergency — microchipping is your best option.

Is a Collar and Tag Adequate? What About Tattooing My Dog?

Collars are good, but both collars and tags may be removed or get lost and tattooing can become illegible over time — Microchipping is the only truly permanent method of identifying your dog.

Can My Cat Be Microchipped?

Cats by nature are curious and unpredictable. If they are drawn away from the safety of their home, you need to give them the best chance of getting home safely. In the event your cat does get lost, a registered microchip is your cat's best chance of getting home.

Is Microchipping Painful?

Animal microchips are about the size of a grain of rice and are typically implanted just beneath the skin between the shoulder blades by your veterinarian. The process is similar to a vaccination and most animals do not react when the microchip is implanted.

