

YapStar, a Leading Pet Social Networking and Local Search and Review Site Launches New York City Pet Dream Holiday Contest.

San Francisco Bay Area, Calif. – *October 1, 2009* - YapStar (www.yapstar.com), a leading pet social networking, social shopping and local search and review site launched an online contest September 20th sponsored by Midwest Airlines, Loews Regency Hotel, and other NYC pet friendly businesses and product manufacturers to select the “YapStar” who, along with 2 humans, will travel to New York City for the ultimate pet’s dream holiday. The grand prize includes air fare for two and a pet to New York City, 2 nights accommodation at Loews Regency Hotel, along with gift certificates to other NYC pet friendly establishments and a pet portrait by Suzanne Berry. The winner will be decided by public voting.



The contest is of course for people crazy about their cats and dogs, and can get quite competitive. The New York City Pet Holiday contest began September 20th and will close on January 31, 2010 and the winner will be announced on February 15th. Each cat or dog that enters will receive a Voting E-Card with their photo and a link to their voting page which they can forward to their friends, fans and family. YapStar also offers online marketing tools that include: a YapWidget, online promotion, an app to send messages to a user's social networks, and votes for social activity. When all online marketing tools are utilized, there is no stopping the dedicated pet owner. And of course, the public is invited to help select the contest winner by voting online for their favorite entry.

"Our previous Pet Holiday Contest was won by Ruby Blue Eyes, a Royal Oak, MI, mixed breed canine, blue-eyed beauty with 11225 Votes received from pet lovers across the United States, Europe, Mexico, India, Australia, and South America. Ruby's owner, Ellen Wexler gave us a lesson in the power of social networks and how her love for Ruby spurred her on to reach marketing heights corporate execs would envy. This incredible marketing effort across numerous social networking sites [such as Twitter, Facebook, Craig's List and others] and her daily emails to all her loyal fans paid off", says Laurie Martin, YapStar CEO.

YapStar's next top 4 winners will receive cool pet products and in addition the 2nd place winner will receive a Dog Portrait from Heather LaHaise. Monthly winners will receive pet products as well.

But YapStar doesn't stop there. This is a place where pet lovers can connect with one another online, share experiences and search and review local pet services, ranging from veterinarians to boutiques and dog-friendly dining in hometowns across the US. YapStar is the equivalent of hanging out at your neighborhood dog park, and asking, "hey, does anyone know of a good vet in town?" and getting the real scoop on the good and bad from a trusted source, a community of passionate pet lovers.

And for the pet lover looking for the coolest pet products out there, check out YapStar Coolpicks. "In the real world we ask our friends and family, 'What products do you use?' to help us discover the products that will be the best for our pets. At YapStar we take the combination of our user's recommendations and our 14 years experience in the pet industry to bring to our users what we consider to be the best of the best pet products. The rest is up to our users, to ask each other, "What do you think is cool?" in a fun, and productive way."

YapStar has gone one step further. Social networking, offers a new form of word-of-mouth 'advertising', and is changing the way businesses do their marketing. YapStar has been developed from day one with pet businesses and pet product manufacturers as a primary consideration. Now pet businesses can reach their local customers, and receive new business from ratings and reviews.

About YapStar.com

Based in San Francisco Bay Area, CA, YapStar.com is a social networking community designed by pet lovers, for pet lovers and the pet businesses that serve them. Its free and unique service is a place for all pet lovers to share, exchange ideas, locate and review pet services in their hometown, and find and rate the coolest pet products. Found online at www.yapstar.com, the company provides marketing tools to enable local pet businesses to leverage the power of the Internet to attract new local customers.

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FOR INTERVIEW: Ellen Wexler, Winner of YapStar Contest, ellenwexler@msn.com, 586-436-5009

To download an image of Ruby, the winner of the San Francisco Pet Holiday YapStar Contest, go to: <http://www.yapstar.com/images/ruby.jpg>

To view all YapStar Winners, go to:

http://www.yapstar.com/content/pet_contest_winners.php

To view current contest prize details, go to:

http://www.yapstar.com/content/pet_contest_prizes.php

To download the media kit, go to: <http://www.yapstar.com/media/media.php>

To view all press releases, go to: http://www.yapstar.com/media/media_press.php

To register your pet, go to: <http://www.yapstar.com/register/register1.php>

For a tour of YapStar.com, go to: <http://www.yapstar.com/tour/tourhome.php>

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If you have questions or would like to interview a YapStar representative, please click [here](#) or contact us at 415.419.5860.