

FOR IMMEDIATE RELEASE:

PET SOCIAL NETWORKING AND LOCAL SEARCH AND REVIEW COMES OF AGE

SONOMA, Calif. - *May 1, 2009* - Is your cat the sweetest, most adorable pet in the world? Is your dog's extraordinary cuteness more than obvious, even to those without your natural bias? If you answered yes, a new website, YapStar.com, thinks it's time you and your dog or cat join and receive the recognition you deserve. Launched on May 1, 2009, YapStar.com combines 3 of the most loved past times: Pets, Art and Social Networking. Combine that with Local Search and Review and America's recent voting craze and you have YapStar.com!

Dog and Cat Lovers can join by uploading a photo of their cat or dog and answering a series of questions to create their pet's unique personal story. YapStar.com creates profile pages for each pet so that visitors to the site can "meet" him or her and cast their vote.

The site is of course for people crazy about their pets, and can get quite competitive. Each contest lasts four months and is decided by the number of votes received. In the current contest top pet receives an original portrait of their pet by Pet Portrait Artist, Justine Osborne and a San Francisco Pet Holiday and other great prizes from our sponsors..

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."

Of course, users can also compliment reviewers on their writing, add a business or pet to their favorites, talk with other pet lovers in their home town, send e-cards personalized with pet photos, and find out who's got similar tastes (then send those who do a private message). And if you want to double over with laughter or just let out an involuntary AWWWWW, take a peek at YapStar Pet Videos.

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 Sonoma, 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.

CONTACT: Laurie Martin, CEO
yap@yapstar.com – 415-370-4086
830 Arbor Ave. Sonoma, CA 95476

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

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

###