

hartville

GROUP, INC.

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FOR IMMEDIATE RELEASE

Pet insurance provider Hartville Group gets A+ rating from Better Business Bureau

Rating and accreditation reflect successful management of recent growth, including ASPCA Pet Health Insurance program

CANTON, Ohio (March 23, 2010) — The Hartville Group Inc., which provides pet health insurance through its subsidiary Petsmarketing Insurance.com Agency, Inc., under three brands, including ASPCA Pet Health Insurance, Hartville Pet Insurance, and the Petshealth Care Plan, has received an A+ rating by the Better Business Bureau (BBB) serving Canton Regional and Greater West Virginia. Additionally, the Hartville Group is an accredited member of the BBB.

The rating reflects the Hartville Group's success in providing high-quality customer experiences while significantly expanding its customer base. Hartville's recent growth has placed the company in the BBB's large company category, up from its previous designation as medium-sized. Hartville's management of this growth, including expanded outreach initiatives and administrative resources to manage a larger base of insured pets, has earned the company the top rating provided under the BBB's guidelines for this class of company.

"We're pleased to receive a rating consistent with the service we provide, even at a significantly expanded scale of operations," said Dennis Rushovich, CEO of Hartville Group. "We have successfully made, and continue to make, many intensive internal efforts to increase customer satisfaction as we grow."

Changes to Hartville's resources and plans include improved customer service on an individual basis to resolve issues quickly; a Continuing Care Endorsement to increase coverage for pets' chronic conditions; faster turnaround time and higher accuracy in

claims processing; and several technology upgrades to streamline all interactions with customers.

“Our pet health insurance has always been a great option for pet parents because it helps them afford quality veterinary care and, in the case of the ASPCA Pet Health Insurance program, benefits the ASPCA,” Mr. Rushovich said. “Our rating from the BBB accurately reflects our commitment that we care as much for our human customers as we do for their pets. As we continue to grow, we plan to be as vigilant as ever in providing a high standard of service.”

“With the creation of ASPCA Pet Health Insurance, we wanted to make sure that no pet parent ever had to choose between the well-being of their pets and their own financial well-being,” said Elysia Howard, Vice President of Marketing & Licensing for the ASPCA. “Now pet parents will feel even more reassured knowing that the insurance provider they trust to protect their pets has received the highest rating possible by the Better Business Bureau.”

Lauren Schneider of Portland, Ore., credits her ASPCA Pet Health Insurance policy with helping her through a difficult time when her dog, Preston, was hit by a car.

“Not only could I focus more on his care than what the bill was going to be, but I knew the reimbursement check would be coming sooner rather than later,” Ms. Schneider said. “...ASPCA Pet Health Insurance was recommended by my vet, and I would continue to recommend it for those looking to insure their pet.”

Plans offered by Hartville Group reimburse customers 80% of usual and customary covered charges, helping pet parents follow their veterinarian’s recommendations and decreasing the risk of “economic euthanasia.” The four plan levels suit customers’ coverage and budget needs while offering two levels with wellness benefits. Plus, under the ASPCA Pet Health Insurance program, the ASPCA benefits from each plan that’s purchased, receiving up to 10 percent of the purchase price with a minimum of \$1.6 million to be recognized over at least five years.

About Hartville Group and ASPCA Pet Health Insurance

Based in Canton, Ohio, the Hartville Group, Inc. was founded in 1997 and is one of the largest providers of pet health insurance in the U.S., offering pet insurance through its subsidiary Petsmarketing Insurance.com Agency, Inc. under the brand names ASPCA Pet Health Insurance, Hartville Pet Insurance and Petshealth Care Plan. Hartville Group provides ASPCA Pet Health Insurance through a strategic partnership with the ASPCA® (The American Society for the Prevention of Cruelty to Animals®). Hartville Group’s Petsmarketing Insurance.com Agency, Inc. subsidiary is authorized to provide property and casualty insurance in all 50 states plus the District of Columbia. ASPCA Pet Health Insurance is underwritten by the United States Fire Insurance Company. For more information about the Hartville Group, visit www.hartvillegroup.com. For more information about ASPCA Pet Health Insurance, visit www.aspcapetinsurance.com.