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Chloe Standard Rises To The Pet Microchip Challenge

Mountain View, CA – July 1, 2009 – The AVMA (American Veterinary Medical Association) and the Coalition For Reuniting Pets With Families have been struggling for more than a decade to bring to fruition a solution that links multiple microchip registration databases, and ultimately, helps realize a higher rate of pet reunifications for pets with microchips and a lower euthanasia rate.

Chloe Standard Inc., recognized the urgency in this issue, and in building on the amazing efforts of the Coalition and the AVMA, is designing a solution to the ever-growing and detrimental issue of matching the microchip number to the correct microchip registration database when multiple microchip registration companies exist in the US. The result will allow pet owners, agencies, and veterinarians to access a pet's microchip registration via a single "search engine" designed for microchips.

David McMahon, a member of Chloe Standard's Advisory Board says, "The lack of having a standard source for finding which microchip belongs to which database has affected many families and the loss of their pets. My own pets have microchips, and I could not have said with which database they were registered. Now, I can find out. The emergence of this new system will undoubtedly have a significant impact for everyone involved, especially the shelters who have the arduous task of trying to guess which microchip belongs to which database. This will help them tremendously."

A universal system is already in place in both Europe and Canada. Chloe Standard is planning to have its solution for microchip databases and their customers ready before the end of this year.

Chloe Standard is a privately held company in Mountain View, California. In its product development, it has worked towards this solution with an advisory partnership which includes animal welfare organizations, animal shelters, pet owners and animal advocacy groups.

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