



For Immediate Release

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**SafetyCall International/Pet Poison Helpline named by the
Star Tribune as a Twin Cities Top Workplace for 2010**

MINNEAPOLIS, Minn. (June 25, 2010) – SafetyCall International PLLC/Pet Poison Helpline is proud to announce that it ranked #3 out of 45 small businesses that were named by the Star Tribune as Top Workplaces in the Twin Cities metro area based on an employee-based survey project. The Star Tribune Top Workplaces special section was published on Sunday, June 20 and can be found at www.startribune.com/topworkplaces.

The Star Tribune's Top Workplaces recognizes the most progressive companies in the metro based on employee opinions about company leadership, career opportunities, workplace flexibility, compensation and benefits. The analysis included responses from over 33,000 employees at Minnesota public, private and nonprofit organizations. The ranking are based on survey information collected by Workplace Dynamics, an independent company specializing in employee engagement and retention.

“We are deeply touched that our staff and colleagues took the initiative to nominate our company for this award,” said Leo Sioris, CEO of SafetyCall and the Pet Poison Helpline. “And the fact that they rated us so highly is truly an honor. In addition to being bright and fun, this esteemed group of professionals truly cares about helping our clients, and they do it with integrity that’s second to none.”

SafetyCall International (SCI) is the recognized leader in adverse event management and post-market surveillance services for multiple industries including animal health, consumer products, nutritional/dietary supplements, institutional products, ag-chem, industrial chemical and pharmaceutical products. The company's call center is available 24/7 and is staffed by health care professionals who provide emergency assessment, treatment advice and comprehensive documentation involving product exposure. SCI also provides expert consulting for product safety, adverse event management, regulatory affairs and clinical toxicology.

Operated by SafetyCall International, the Pet Poison Helpline is an international animal poison control service for veterinarians and pet owners who believe they have a potentially poisoned pet. It is available 24/7.

SafetyCall International and the Pet Poison Helpline are located in Bloomington, Minnesota and are the first triple licensed adverse event management center in the U.S. (pharmacy, veterinarian medicine,

human medicine). The Pet Poison Helpline is one of only two animal poison centers in America and the partners and staff at SafetyCall International have managed more 1.5 million product incident cases.

The founders of SCI also co-founded the Minnesota Poison Control System in 1981. Seven senior staff members hold academic appointments at the University of Minnesota. The company actively fosters academic and scholarly activities, including sponsoring two residency programs at the university's College of Pharmacy and College of Veterinary Medicine. In addition to lecturing nationally and internationally as experts in their fields, staff members at SCI and the Pet Poison Helpline have written more than 100 scholarly publications and book chapters in top medical, veterinary and pharmacy journals.

Star Tribune Publisher Michael J. Klingensmith said, "I congratulate each of the companies in the Star Tribune Top Workplaces on their outstanding accomplishment. They have succeeded in creating a positive workplace for their employees during very challenging economic times."

To qualify for the Star Tribune Top Workplaces, a company must have more than 50 employees in the Twin Cities metro area. More than 1,000 companies were invited to participate. Rankings were composite scores calculated purely on the basis of employee responses.

About SafetyCall International PLLC

SafetyCall International operates a 24/7 adverse event call center. SafetyCall professionals are nationally-recognized experts in the collection and interpretation of spontaneously reported incident data reported directly to the manufacturer. By providing innovative, high-value services to industry and government, the professional staff of SafetyCall has been actively enhancing product safety for over 25 years. During this time, the practitioners have managed over 1.5 million product incident cases, positively impacting the safety of products worldwide. For more information, visit <http://safetycall.com>.

About Pet Poison Helpline™

Pet Poison Helpline is a service available 24 hours, seven days a week for pet owners, veterinarians and veterinary technicians that require assistance treating a potentially poisoned pet. Staff can provide treatment advice for poisoning cases of all species, including dogs, cats, birds, small mammals, large animals and exotic species. As the most cost-effective option for animal poison control care, Pet Poison Helpline's fee of \$35 per incident includes follow-up consultation for the duration of the poison case. Pet Poison Helpline is available in North America by calling 800-213-6680. Additional information can be found online at www.petpoisonhelpline.com.

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