



Consumers Can Put Pets Pictures on New Credit Card

Bank of America and Hills Pet Nutrition Inc., team up to offer PetRewards Visa credit card; rewards points can be reimbursed for pet expenses or donation to animal shelters.

Consumers can put a picture of their pet on a new credit card that will gather reward points for pet-related expenses and donations to participating animal shelters.

Bank of America and Hills Pet Nutrition are teaming up to offer the PetRewards Visa card, which has no annual fee.

As consumers sign up, they may customize their card with their pets picture by sending in the picture by mail or submitting a digital photo online at <http://www.mypetonmycard.com/>, or they may choose from three card designs.

Cardholders get two reward points for every dollar spent at participating veterinary clinics, major pet retailers, farm and feed stores and neighborhood pet specialty stores. They also receive a point for every dollar spent for other purchases.

Cardholders receive 500 bonus points with their first purchase and can earn up to 100,000 points annually.

Rewards redemptions start at 750 points for a \$7.50 product discount certificate for Hills Science Diet or Prescription Diet brand pet foods. For 1,000 points, cardholders can get a \$20 rebate on veterinary clinic expenses or make a \$10 donation to a needy animal shelter.

Many of us have a soft spot in our hearts for our pets. This credit card is a great way for consumers to help with expenses or make a donation to an animal shelter, while at the same time giving us another way to show off pictures of our pets, said Marsha Schonekas PetRewards marketing manager at Bank of America.

Customers can sign up at <http://www.bankofamerica.com/petrewards> or by calling (800) 349-2632. Posted: May 23, 2006, 5:00 a.m. EST