



FOR IMMEDIATE RELEASE

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**ZAPPOS.COM, BEST FRIENDS ANIMAL SOCIETY AND FURKIDS, INC.
ANNOUNCE "HOME FOR THE PAWLIDAYZ" PET ADOPTIONS**

Atlanta Area Families Can Adopt Through Furkids

For the second year, Zappos.com will sponsor free pet adoptions from Black Friday through Cyber Monday

Atlanta, GA, Nov. 23, 2016 — Zappos.com, the online retailer known for its exceptional customer service, today announced it will work for a second year with [Best Friends Animal Society](http://BestFriendsAnimalSociety.org) to sponsor pet adoptions this holiday season. Beginning on Black Friday and continuing through Cyber Monday, customers will have the opportunity to adopt a dog or cat through the Zappos.com Pawlidayz initiative. The company has pledged to donate a total of \$1.25 million to Best Friends Animal Society.

"Zappos is excited to work with Best Friends Animal Society for a second year this holiday season," said Steven Bautista, Karma Kommando at Zappos.com. "Thousands of dogs and cats are in need of loving homes and we want to give all of our customers the ability to make a difference in their lives."

More than 115 shelters, rescues and humane organizations across the United States, including Furkids in Atlanta, will participate in the initiative, allowing customers nationwide the opportunity to save a furry friend this holiday season.* Furkids is an active partner in Best Friends No More Homeless Pets® Network which offers help and support to animal rescue groups that save lives in their communities.

Every day across the United States, 9,000 animals are euthanized simply because they don't have a place to call home. It is Zappos' and Best Friends' goal to see 9,000 dogs and cats adopted between Friday, November 25 and Monday, November 28. During one of the busiest shopping times of the year, Zappos encourages customers to spread holiday cheer and take the time to make a difference in the life of an animal by providing a dog or cat with a forever home.

"We're excited to partner with Zappos for the second year in a row on this holiday promotion," said Gregory Castle, co-founder and CEO of Best Friends Animal Society. "Every animal that finds a permanent loving home helps us to get one step closer to Save Them All."

To follow the adoption excitement, search #Pawlidayz on Facebook, Twitter and Instagram. To adopt an animal this holiday season stop by Furkids Animal Rescue & Shelters or visit www.furkids.org. To learn more about the campaign, please visit Zappos.com/Pets. To find out more about Best Friends Animal Society please visit www.BestFriends.org/. To learn more about Zappos and the company's new loyalty program, Zappos Rewards, please visit <http://www.zappos.com/>.

"Furkids is a superb match for the Home for the Pawlidayz initiative because right now, Furkids is caring for approximately 1,000 cats and 100 dogs in metro Atlanta. While Furkids have food, shelter, medical care and love, what they need most in the world is a forever family to give them the security of a permanent, loving home," said Furkids founder and executive director Samantha Shelton. "Zappos.com is giving the ultimate gift to homeless cats and dogs and the families who will experience the heart-tugging gratitude that comes with making a homeless animal a member of the family. We at Furkids are also getting a gift: when our animals are adopted, we can open up space in our shelters to

save even more homeless cats and dogs and prevent them from being killed. At Thanksgiving, Zappos.com is giving animals and people reason to be especially grateful, and Furkids is proud to be included in this powerful holiday promotion. We hope Atlanta adopters will be motivated to find the right Furkid – or two—for their families,” Shelton added.

*Adoption benefits will be available nationwide, but active Zappos promotion is limited to Arizona, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Montana, Nevada, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, West Virginia and Wisconsin.

About Furkids:

Furkids, headquartered in Atlanta, GA, is a 501c3 nonprofit charitable organization that operates the largest cage-free, no-kill shelter in the Southeast for rescued cats and Sadie's Place, a no-kill shelter for dogs. Furkids also operates one of the only facilities in the Southeast dedicated to the care of FIV positive cats. The Furkids mission is to rescue homeless animals, provide them with the best medical care and nurturing environment while working to find them a forever home. Furkids heals the whole animal, physically and emotionally, restoring its health and its spirit. Furkids has rescued and altered more than 20,000 animals since its founding in 2002. Approximately 1,000 animals are in the Furkids program today, in the Furkids shelters, 13 PetSmart and Petco adoption centers, and more than 400 foster homes in the Atlanta area.

Furkids is the only animal rescue organization in metro Atlanta that allows children of all ages to volunteer. Furkids volunteer programs are designed to restore the health and spirits of injured and homeless animals while providing healing opportunities for volunteers who are strengthened by the bond of love and care between humans and animals. For more information about Furkids and to get involved, please visit www.furkids.org.

About Zappos.com

Established in 1999, Zappos.com has quickly become the leading destination in online apparel and footwear sales by striving to provide shoppers with the best possible service and selection. Zappos currently showcases millions of products from over 1,000 clothing and shoe brands. Zappos is also proud to be rated ELITE by STELLAService and was named a J.D. Power 2011 Customer Service Champion, one of only 40 companies so named in the U.S. More information about the customer service philosophy, unique culture and job openings can be found at <http://about.zappos.com>. More information about Zappos Insights, and its business membership program can be found at zapposinsights.com. Zappos.com, Inc. is a subsidiary of (AMZN) Amazon.com, Inc.

About Best Friends Animal Society

Best Friends Animal Society is the only national animal welfare organization dedicated exclusively to ending the killing of dogs and cats in America's shelters. A leader in the no-kill movement, Best Friends runs the nation's largest no-kill sanctuary for companion animals, adoption centers and spay and neuter facilities in Los Angeles and Salt Lake City as well as lifesaving programs in Atlanta and New York City along with partnership with more than 1,600 rescue groups and shelters across the country. Since its founding in 1984, Best Friends has helped reduce the number of animals killed in American shelters from 17 million per year to an estimated 4 million. By continuing to build effective initiatives that reduce the number of animals entering shelters and increase the number who find homes, Best Friends and its nationwide network of members and partners are working to Save Them All®. To become a fan of Best Friends Animal Society on Facebook go to: <http://www.facebook.com/bestfriendsanimalsociety> Follow Best Friends on Twitter: <http://twitter.com/bestfriends>.