

FOR IMMEDIATE RELEASE

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Social Media App for Pet Lovers Appearing at the Pet Product Media Showcase

CommuniPets™, the leading social media app for fans of all-things-pet, is participating in the special media event for the latest and greatest in pet products, June 15, 2022, in Miami Beach, Florida.

Miami Beach - CommuniPets™, a popular social media app with the tag line, “Is your pet a CommuniPet,” will be demonstrating its new app, available on Google Play and the iOS App Store, at the 2022 Pet Product Media Showcase this Wednesday, June 15, 2022, at the Loews Miami Beach Hotel.

The novel app, designed by pet lovers for pet lovers, allows users to share pet photos & videos, connect with other pet lovers, and enjoy exclusive discounts on pet products and services.

In addition, CommuniPets operates with a whole new approach, especially when it comes to social media platforms: eliminate the smoke screen of an advertiser-fueled corporate agenda and operate as a true community of members, solely supported by its members, with full transparency to its members.

CommuniPets is an app which offers a place where members can build their own authentic peer-to-peer groups and audience of fans minus interference from the platform; a place that puts its money where its mouth is and asks its members to follow the money and review its financials.

As most social media users are aware, so-called “mainstream” platforms are perpetually mired in scandal and face public criticism for mass data collection and invasion of user privacy. Rather than “safeguard” their users as urged by Congress, these apps continue to foster the exploitation of its users. Last year, the ‘Wall Street Journal’ reported that Facebook’s algorithm is designed to foster more user engagement in any way possible, including by sowing discord and rewarding outrage among its users.

With that said, part of the reason CommuniPets was created by Alexander Acuna, CEO and Founder, was because he wanted a social media platform which allowed users the inherent right to personal privacy.

In its formation, Acuna wanted CommuniPets to set itself apart from the unethical operations of other platforms while also offering users of a social media community based on safety and personal privacy. How could the company offer financial transparency to its members and also give back to the communities it serves? As it turns out, Acuna incorporated those answers and more into the CommuniPets app. So what makes this social media app so different from the others?

1. If you're concerned about what other platforms are doing with your data and it just so happens that you love pets, CommuniPets is the place to connect and network with others who share the same values while also accessing exclusive pet products and discounts made available on the app.

2. Acuna founded the company and established it as a national social media app using his own money, choosing to take a stand against other social media platforms which rely solely on corporate support and advertising dollars. Acuna remains adamant that users not fear a breach of trust of their personal information and usage statistics.

3. Acuna based CommuniPets on a new way of doing business using the 'Imagine Business Model® (IBM)'. The IBM is a social media platform business model that gives two-thirds of its profits right back to its users and its user's local communities.

4. CommuniPets fosters full transparency by reporting all company activity, including financial reports, to its users. This transparency - and the safeguarding of user privacy - is an inherent part of CommuniPets's operating structure.

Acuna states, "We're very excited to participate in the Pet Product Media Showcase so that members of the media can see exactly how revolutionary the CommuniPets app is for those who love pets. It personifies happiness and offers one more way for us to share our love of pets with an entire community of like-minded people; a community made up of real users, not click bots that are paid to increase followers."

With 70% (or almost 91 million)¹ of American households owning at least one pet, it is about time that pet lovers have a social media app to call their own.

Visit <https://communipets.com> to learn more about about the app and to access a full press kit. Download the CommuniPets app now on Google Play or the iOS App Store. More information at the Pet Product Media Showcase can be found at <https://petrevents.com>.

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¹ 2021-2022 National Pet Owners Survey conducted by the American Pet Products Association (APPA).