



Buckaroo Goes Local with Adoptable Pets

News and Events Site Adds Petfinder.com

(SAN JOSE, Calif., – February 12, 2013) – Local news and events site Buckaroo (www.buckaroo.com) has announced the decision to integrate animal postings from Petfinder (www.petfinder.com), the online leader in responsible pet ownership and online database serving more than 14,000 animal adoption groups across North America.

Buckaroo intends for the addition of adoptable animals to appeal to a new audience who might not otherwise be interested in shopping or news articles. The site's current following of 46 million subscribers can view the pets available for adoption in their local area, as well as see which shelters and rescues are close by.

Buckaroo makes it easy to browse thousands of adoptable pets, and lists animals closest to the user's location. People also have the freedom to share their own animal adoptions on Buckaroo for free.

"As we are progressing into the local news industry, our biggest push is for information that is compelling for anyone who visits Buckaroo, regardless of where they live," stated Buckaroo's Co-Founder and Chairman Alan Fisher. "News is everywhere on the internet, but often chaotic, misplaced and impersonal. Buckaroo aims to help clear that up."

Buckaroo also caters to a substantial merchant base. Businesses can post advertisements on Buckaroo for free or purchase affordable, locally-targeted email packages. Likewise, the average user can create free posts announcing anything from a garage sale to neighborhood gossip.

About Buckaroo

Buckaroo is the online hub for local shopping, news and events. Buckaroo's parent company, Iron Speed, Inc. (www.ironspeed.com), is well-funded with a capital base of over \$20M from several strategic investors and executives from AMD, Excelan, Onsale, and Oracle. The company was founded in 1999 and is based in San Jose, CA. Find Buckaroo on [Facebook](#) and [Twitter](#) to learn more.