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| WEBSITE LINK | IMAGE | COPY |
| <https://www.petsplusus.com/insurance-coverage/accident-illness-coverage> | A person holding a dog  Description automatically generated with medium confidence | **Accident & Illness**  Save up to 90% on your veterinary bills!  Get a Quote |
| <https://www.petsplusus.com/insurance-coverage/accident-insurance> | A person sitting on a couch holding a dog  Description automatically generated with medium confidence | **Accident**  Choose the best care for your pet, without worrying about the cost.  Get a Quote |
| <https://www.petsplusus.com/insurance-coverage/wellness-care> | A cat lying on grass  Description automatically generated with medium confidence | **Flex Care**  Helping you plan your pet's routine and seasonal care.  Get a Quote |
| <https://www.petsplusus.com/insurance-coverage/blue-ribbon-benefits> | A cat lying on the floor with a ball  Description automatically generated with medium confidence | **Blue Ribbon Benefits**  A suite of products and services that provide extra value to help and support pet owner happiness. |
| <https://www.petsplusus.com/insurance-coverage> | A person holding a cat  Description automatically generated with medium confidence | **Pet Insurance**  Let us help keep your pet happy & healthy!  Get a Quote |
| <https://www.petsplusus.com/insurance-coverage/how-pet-insurance-works> | A person lying on grass  Description automatically generated with low confidence | **How Pet Insurance Works**  We think there are things you understand before buying pet insurance.  Get a Quote |
| <https://www.petsplusus.com/pet-information> | A dog looking at the camera  Description automatically generated with medium confidence | **Pet Information**  We are more than insurance. Find helpful tips on lifestyle, health, and other pet-related topics. |
| <https://www.petsplusus.com/coverage-plans/choose-the-best-pet-insurance-plan-for-you> | A person petting a dog  Description automatically generated with medium confidence | **Choosing the Best Coverage**  What to keep in mind when choosing pet insurance coverage.  Get a Quote |
| <https://www.petsplusus.com/coverage-plans/dog-insurance> | Two dogs running in the grass  Description automatically generated with low confidence | **Keeping Your Dog Happy and Healthy**  It’s important to plan for an unexpected accident or illness.  Get a Quote |
| <https://www.petsplusus.com/coverage-plans/cat-insurance> | A person petting a cat  Description automatically generated with medium confidence | **Keeping Your Cat Happy and Healthy**  It’s important to plan for an unexpected accident or illness.  Get a Quote |
| <https://www.petsplusus.com/coverage-plans/how-pet-insurance-works/what-is-pet-insurance> | A dog with its tongue out  Description automatically generated with medium confidence | **What is Pet Insurance?**  Keeping your pet healthy and happy is one of the tenets of responsible pet ownership.  Get a Quote |
| <https://www.petsplusus.com/coverage-plans/how-pet-insurance-works/choosing-coverage> | A cat lying on the floor  Description automatically generated with low confidence | **Choosing Coverage**  Choose an insurance plan that meets your financial needs AND your health philosophy.  Get a Quote |
| <https://www.petsplusus.com/coverage-plans/how-pet-insurance-works/understanding-coverage> | A dog lying on a bed  Description automatically generated with medium confidence | **Understanding Coverage**  Coverage designed to provide pet owners with financial help to cover vet costs.  Get a Quote |
| <https://www.petsplusus.com/pet-information/health/age-calculator> | A picture containing dog breed, dog, pet, mammal  Description automatically generated | **How Old is Your Pet?**  Determine their pet’s equivalent age in human years.  Get a Quote |

NOTES:

* Remove the shadow from the hero image copy
* Copy left align
* Ensure all CTA buttons follow new format – rounded corners, bright magenta
* If there are CTA buttons within the page itself, please update those as well

A purple rectangle with white text

Description automatically generated