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FOR IMMEDIATE RELEASE

WATT eLearning launches enhanced website

Rockford, IL – May 14, 2012 – WATT recently launched a new website for its online educational portal, [WATT eLearning](#). Pet industry professionals seeking training and continuing education can visit www.WATTeLearning.com to find an improved user experience. The bold new site design provides clear and simple navigation, and enhanced information provides prospective online course participants with additional details on what they will experience.

“Training and continuing education courses are an important investment in any professional’s career development,” says Andrew Smith, Digital Product Manager at WATT. “We designed the new [WATTeLearning.com](http://www.WATTeLearning.com) to provide website visitors with a user-friendly environment where they can easily browse, enroll and start taking the online courses that are the best fit for their specific career paths in the pet industry.”

The new [WATTeLearning.com](http://www.WATTeLearning.com) also includes a section for news updates and a “FAQ” section to address frequently asked questions about the website. The registration and enrollment process has also been streamlined to make it faster and easier for a site visitor to sign up and start taking an online course.

Following the launch of the new website, WATT eLearning will release three new online courses in early June. These three courses are a continuation of the currently available [“Building Blocks of Companion Animal Nutrition”](#) course.

Pet professionals can log on to www.WATTeLearning.com to view the new website and register for an account to receive exclusive discounts and updates when the new educational sessions are added.

About WATT eLearning

*WATT eLearning offers interactive companion animal nutrition courses and on-demand conference sessions for the pet industry. This educational resource is ideal for professionals working in pet food nutrition, research and development, food science, quality control, management, marketing, veterinary practices and more. Developed by **Petfood Industry** magazine and **Petfood Forum**, the industry's leading educational event, WATT eLearning provides convenient and flexible 24-hour online access to course materials and other resources. www.wattelearning.com*

About WATT

Established in 1917, WATT is a content company that provides business-to-business knowledge and solutions to the agribusiness industry. WATT brings buyers and sellers in the poultry, pig, feed and petfood industries together with leading content distributed through a wide array of media channels. www.wattnet.com

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