

ReachEverywhere announced that its Shopper iPhone application has added new functionality

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ReachEverywhere announced that its Shopper iPhone application has added new functionality - the ability to access information from the US Department of Agriculture (USDA) and the Food and Drug Administration (FDA) about products pre-selected by the user. According to the statement, "If a shopper puts an item on their list that associated with a recall, she will automatically see the warning information for that product. ReachEverywhere is using proprietary keyword matching technology to automatically show relevant product recalls for the shopping list."

The Cincinnati Enquirer reports that Kroger Personal Finance is out with a new product - health insurance for pets. This new insurance offers coverage for "emergencies and illnesses for dogs and cats. At \$9.95 a month per pet, the insurance is priced much lower than the grocer's existing well-care offers - full coverage including annual visits and services at \$29.95 a month for dogs and \$24.95 for cats."

The story notes that Kroger is one of only 11 US companies offering such insurance, despite the fact that there are 70 million pet owners in the US.

Article from Morning News Beat

[http://www.morningnewsbeat.com/News/News_Article_Detail_S.las?A=32528&Date=2009-12-0](http://www.morningnewsbeat.com/News/News_Article_Detail_S.las?A=32528&Date=2009-12-04)

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