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## BUSINESS AND REGULATORY NEWS

*Nature Biotechnology* **18**, 366 (2000)  
doi:10.1038/74342

### Beyond nine lives

Julie Grisham

A new company is trying to ensure that Fido and Fluffy will be around forever. Genetic Savings and Clone (GSC; College Station, TX) launched in mid-February with a program to store DNA from pet dogs and cats and—when technology becomes available—clone those animals for their owners. The company is a commercial spin-off from the Missyplicity Project at Texas A&M University—a \$2.3 million dog-cloning effort funded by an anonymous wealthy pet owner whose dog, Missy, is getting on in years (*Nat. Biotechnol.*, **16**, 892). There is a parallel cat-cloning project called Operation CopyCat. The company will not give numbers on how many people have requested DNA storage for their pets, but Lou Hawthorne, CEO of GSC, claims response has been beyond the company's projections by an order of magnitude, and that GSC has also received inquiries about investment or merger opportunities. Hawthorne says he expects to see Missy clones sometime this year, after which GSC will offer dog cloning to customers "immediately." Cat cloning is on a similar basis. GSC expects the price for cloning will drop to \$25,000 within three years.

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