

ISSUER INFORMATION AND DISCLOSURE STATEMENT PURSUANT TO RULE 15C2-11(a)(5)

January 1, 2006

FIRST PET LIFE, INC.

**2807 Allen Street, Suite #664 Dallas, TX 75204
Telephone: 214-202-8580
Facsimile: 214-599-8849**

**Federal ID No. / Cusip No.
06-1748570 / 33609T 10 2**

ISSUER'S EQUITY SECURITIES:

COMMON STOCK

\$0.001 Par Value 500,000,000 Common Shares Authorized 169,685,000 Issued and Outstanding

PREFERRED STOCK

0 PREFERRED Shares Authorized 0 Issued and Outstanding

TRANSFER AGENT

**Holladay Stock Transfer, Inc. 2939 North 67th Place Scottsdale, AZ 85251
Telephone: 480-481-3940 Facsimile: 480-481-3941**

INFORMATION AND DISCLOSURE STATEMENT

*THIS STATEMENT HAS NOT BEEN FILED WITH THE NASD OR ANY OTHER REGULATORY AGENCY

All information contained in this Information and Disclosure Statement has been compiled to fulfill the disclosure requirements of Rule 15c2-11 (a)(5) promulgated under the Securities Exchange Act of 1934, as amended. The enumerated captions contained herein correspond to the sequential format as set forth in the rule.

Item 1: The Exact Name of the Issuer:

FIRST PET LIFE, Inc., previously American Television and Film, Inc., (hereinafter referred to as "FPLF").

Item 2: The Principal Executive Office of the Issuer:

FIRST PET LIFE, Inc.
2807 Allen Street, Suite #664
Dallas, TX 75204
Telephone: 214-202-8580
Facsimile: 214-599-8849

Investor Relations Contact for the Issuer: Item 5. The Par or Stated Value of the Security.

Not applicable.

Item 3. The State and Date of Incorporation:

FIRST PET LIFE, Inc. was incorporated in the State of Texas on June 8, 2005, as American Television and Film, Inc. On June 24, 2005, the Company acquired all of the issued and outstanding stock of FIRST PET LIFE, Inc., a Texas corporation and its name was simultaneously changed to First Pet Life, Inc.

Item 4. The Exact Title and Class of the Security:

Common Stock - \$.0001 par value
Security Symbol – FPLF
CUSIP Number – 33609T 10 2

500 Million (500,000,000) shares of stock are authorized in the company's

Articles of Incorporation filed with the State of Texas. The authorized shares consist of Five Hundred Million (500,000,000) shares of Common Stock at par value \$.0001 and no shares of Preferred Stock

Item 5. The issuer is considered a “shell company” pursuant to SEC Rule 405

Item 6. The Number of Shares Outstanding.

A. Year ending December 31, 2004:

- (i) Authorized - 500,000,000 common at par value \$.0001 and no preferred.
- (ii) Outstanding – 331,675,000 common and 0 preferred. (iii) Free Trading – 0 common and 0 preferred. (iv) Shareholders - 17 common and 0 preferred.

B. Most current information as of July 31, 2006:

- (i) Authorized - 500,000,000 common at par value \$.0001 and 0 preferred..
- (ii) Outstanding – 169,685,000 common at par value \$.0001 and 0 preferred.
 - (iii) Free Trading – 47,367,958 common and 0 preferred.
- (iv) Shareholders - 1299 common and 0 preferred.
- (v) The company has not filed or registered its shares with any regulatory agency.

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Holladay Stock Transfer, Inc. is currently registered under the Exchange Act and is an SEC approved transfer agent.

Item 8. The Nature of the Issuer’s Business:

Business Development: First Pet Life is a pet industry marketing company that is positioning itself to offer many services, including pet health insurance, pet supplies, along with boarding and grooming services nationwide. First Pet Life has the backing of a pet insurance industry leader as well as the backing of pet product manufactures, which will lend in strengthening its market position. The comprehensive products and services offered are broad yet inexpensive for the typical pet owner.

1. The form of organization of the issuer:

FIRST PET LIFE, Inc. is a Texas Corporation.

2. The year that the issuer (or any predecessor) was organized:

FIRST PET LIFE, Inc. was organized by the filing of the Articles of Incorporation with the Secretary of State of Texas on March 31, 2004 as American Television and Film, Inc.

On June 24, 2005 the Board of Directors of the company approved an amendment to merge FIRST PET LIFE, Inc., a Texas corporation, into the company and to change the name of the company to FIRST PET LIFE, Inc. and Articles of Merger reflecting the merger and name change was filed with the Texas Secretary of State on June 24, 2005.

3. Issuer's fiscal year end date:

The fiscal year end date is December 31.

4. Whether the issuer (and/or any predecessor) has been in bankruptcy, receivership or any similar proceeding:

The company has not and is not in the process of filing bankruptcy, receivership or any similar proceeding.

5. Whether the Issuer has made a material reclassification, merger, consolidation, or purchase or sale of a significant amount of assets not in the ordinary course of business:

On June 24, 2005, the Company acquired all of the issued and outstanding stock of FIRST PET LIFE, Inc., a Texas corporation and its name was simultaneously changed to FIRST PET LIFE, Inc.

6. Has the Company had any default of any terms of any note, loan, lease, or other indebtedness or financing arrangement requiring the issuer to make payments:

No.

7. Has the Issuer had a change of control?

The Issuer was previously operated and directed under the control of Tommy Habeeb as CEO and Director. On June 24, 2005, Tommy Habeeb resigned from his positions with the company when the merger took place and Andre Williams was elected to serve as CEO and President.

8. Has there been an increase of 10% or more of the same class of outstanding equity securities; and

On July 6, 2004 the Board of Directors and Shareholders of the company

approved a 3 for 1 forward stock dividend.

9. Describe any past, pending or anticipated stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization:

On July 7, 2004, the Company declared a 3 for 1 stock dividend increasing the number of issued and outstanding shares of common stock to 331,675,000.

On June 24, 2005, Tommy Habeeb retired 162,000,000 shares.

On June 24, 2005, the Company acquired all of the issued and outstanding stock of FIRST PET LIFE, Inc., a Texas corporation and its name was simultaneously changed to FIRST PET LIFE, Inc.

10. Whether the Issuer has been de-listed by any securities exchange or NASDAQ:

FPLF's securities have not been de-listed and are not in the process of being de-listed by the Securities and Exchange Commission or the NASD.

11. Are there any current, past, pending or threatened legal proceedings or administrative actions either by or against the issuer that could have a material effect on the issuer's business, financial condition, or operations. State the names of the principal parties, the nature and current status of the matters, and the amounts involved:

There are no current, past, pending or threatened legal proceedings or administrative actions.

(B) Business of Issuer. Pet Health Insurance, Pet Products, Pet Services

1. Please indicate the issuer's primary and secondary SIC Codes:

The Primary SIC Code for the company is 0752 and the secondary SIC code is 6411.

2. If the issuer has never conducted operations, is in the development stage or is currently conducting operations:

The company is currently conducting operations.

3. State the names of any parent, subsidiary, or affiliate of the issuer, and describe its business purpose, its method of operation, its ownership, and whether it is included in the financial statements attached to this disclosure document:

Not applicable.

4. The effect of existing or probable governmental regulations on the business:

The company does not foresee any substantial changes that could adversely affect the business of the company at this time.

5. An estimate of the amount spent during each of the last two fiscal years on research and development activities, and, if applicable, the extent to which the cost of such activities are borne directly by customers:

The company has spent a great deal of time, preparation, and labor on the research and development of the company and it can only give a rough estimate on the amount of time and preparation spent for the Research and Development of the company which is roughly estimated to be \$50,000.

6. Costs and effects of compliance with environmental laws (federal, state and local); and

The company is not producing any products that are hazardous to the environment and does not foresee any changes that could adversely affect the environment. All products and services are environmentally friendly.

7. Number of total employees and number of full time employees:

The company currently has a total of 6 employees, of which 1 employee of the company is considered to be full time.

(C) Investment Policies. Describe the issuer's policies with respect to each of the following types of investments. State whether there are any limitations of the percentage of assets which may be invested in any one investment, or type of instrument, and indicate whether such policy may be changed without a vote of security holders. State whether the issuer's policy is to acquire assets primarily for possible capital gain or primarily for income.

The Company plans to fund its efforts and all assets that will possibly be acquired will be used to generate income for the company. The company does not own any property and does not plan to invest in any of the following.

None of the following questions shall be applicable in Section 8. Please continue on to Section 9.

1. Investments in real estate or interests in real estate.

Indicate the types of real estate in which the issuer may invest, and describe the method (or proposed method) of operating and financing these properties. Indicate any limitations on the number or amount of mortgages that may be placed on any one piece of property.

2. Investments in real estate mortgages. Indicate the types of mortgages and the types of properties subject to mortgages in which the issuer plans to invest. Describe each type of mortgage activity in which the issuer intends to engage, such as originating, servicing and warehousing, and the portfolio turnover rate.

3. Securities of or interests in persons primarily engaged in real estate activities. Indicate the types of securities in which the issuer may invest, and indicate the primary activities of persons in which the issuer may invest and the investment policies of such persons.

Item 9: The nature of products or services offered.

In responding to this item, please describe the following:

1. Principal products or services, and their markets:

The Issuer's services enable customers to purchase pet health insurance, pet supplies and pet services.

2. Distribution methods of the products or services:

The Company currently distributes its services through its company-owned website www.firstpetlife.com

3. Status of any publicly announced new product or service:

Not applicable.

4. Competitive business conditions, the issuer's competitive position in the industry, and methods of competition:

First Pet Life is positioning itself to offer many services including pet health insurance which will be competitive to what the industry is offering. First Pet Life will be competitive in offering pet supplies at a discount to members of First Pet Life. As a pet insurance provider, First Pet Life has the backing of an insurance industry leader to strengthen their market position. The comprehensive products and services offered are broad yet inexpensive for the typical household.

The market segments in which the company competes are rapidly evolving and can be competitive.

Many of FIRST PET LIFE's current and potential competitors have longer operating histories, larger customer bases, greater brand recognition and significantly greater financial, marketing and other resources than we have. They may be able to secure deals from vendors on more favorable terms, may be able to operate with a lower cost structure, and may be able to adopt more aggressive pricing policies.

5. Sources and availability of raw materials and the names of principal suppliers:

At this time FIRST PET LIFE depends on advertising and various marketing techniques as well as referrals to obtain customers.

6. Dependence on one or a few major customers:

FIRST PET LIFE is not dependent on one major customer for the survival of the company as it targets the mass market of pet owners.

7. Patents, trademarks, licenses, franchises, concessions, royalty agreements or labor contracts, including their duration; and

Not applicable.

8. The need for any government approval of principal products or services. Discuss the status of any requested government approvals:

The company conducts the daily business under the guidelines of the State of Texas. The company, at this time does not need and has not requested government approval of the products and services provided by FPLF.

Item 10: The nature and extent of the issuer's facilities:

In responding to this item, please give the location of the principal plants and

other property of the issuer and describe the condition of the properties. If the issuer does not have complete ownership of the property (for example, if others also own the property or if there is a mortgage on the property), describe the limitations on the ownership.

The issuer currently has an office at 2807 Allen Street, Suite #664, Dallas, TX 75204. The issuer leases this space and is on a 12 month lease and pays \$800.00/month. The issuer presently has plans to relocate to larger office in Dallas, Texas.

Item 11: The name of the chief executive officer, members of the board of directors, as well as counsel, accountant and public relations consultant:

In responding to this item, please provide the full names, business addresses, employment histories, board memberships, other affiliations, and number of securities (and of which class) beneficially owned by each such person, which information must be no older than the end of the most recent fiscal year, for the issuer's:

A. Executive Officers:

The following list sets forth the name, address and position of each executive officer and director of the Issuer as of the date hereof: Name and Address Position

Andre Williams Chief Executive Officer and President 2807 Allen Street, Suite #664, Dallas, TX 75204

The principal occupation and business experience during the last five years for each of the present directors and executive officers of the Issuer are as follows:

Andre' Williams, Chief Executive Officer and President - Andre' D. Williams, President and CEO, began his career early with product marketing, working with Precision Products in Sherman, Texas while he was still in high school. Mr. Williams attended Texas A&M University on an athletic scholarship, where he lettered 4 years for the Texas A&M football team as a cornerback and received his Bachelors degree in Business Marketing. After a brief stint with the National Football League, Mr. Williams moved into his first position as a true product marketer becoming a partner in a start-up non-profit marketing company for professional athletes. Mr. Williams would later gain various positions with Berry Brown Advertising Agency and Slingshot Advertising Agency before starting his own marketing company known as Platinum Network Group. Mr. Williams is the founder of Platinum Network Group and has created a stable company that is now being headed by CEO Curtis George.

Deciding to take on a unique business venture with First Pet Life, Mr. Williams was intrigued with the company's business model as well as the overall concept of the

company and decided to head the company. Mr. Williams lends his years of experience as a product marketer and plans to put the First Pet Life name and service in the pet owning community's knowledge base in unique ways. Mr. Williams feels that once pet owners know that such services exist and are very affordable, then the foundation of First Pet Life can be set and move forward at a steady incline.

Common Stock Percentage Name and Position Owned

Andre Williams 69,839,350 common shares 41% of outstanding shares

Vice President: Allan Conner is an insurance veteran with 15 years of experience running his own property and casualty, life/health insurance agency. Allan has conducted seminars and taught beginners in the industry his secrets to succeeding in such a competitive industry. Allan heads up the insurance arm of First Pet Life and manages all guidelines and industry laws to ensure the company is adhering to all guidelines within the industry.

Allan Conner 100,000 common shares

B. Directors:

Director: Kent Traynor has been in the health insurance industry dealing with life/health, property and casualty insurance for the last 16 years. Kent has been very instrumental in launching various campaigns within the property and casualty insurance arena.

Kent Traynor 100,000 common shares

C. General Partners:

This does not apply to the company.

D. Promoters:

This does not apply to the company.

E. Control Persons:

Andre Williams is the only individual considered to be control person of the company.

F. Counsel:

Kevin Woltjen
Woltjen Law Firm
4144 North Central Expwy.
Suite 410
Dallas, Texas 75204

G. Public Relations Consultant:

This does not apply to the company.

H. Any other advisor (s) that assisted, advised, prepared or provided information with respect to this disclosure documentation:

This does not apply to the company.

I. Investment Bankers:

This does not apply to the company.

Please also identify whether any of the foregoing persons have, in the last five years, been the subject of:

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);

None.

2. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

None.

3. A finding or judgment by a court of competent jurisdiction (in a civil action), the SEC, the CFTC, or a state securities regulator of a violation of federal or state

securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or

None.

4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.

None.

A list of shareholders as of June 30, 2006 for FPLF that currently hold more than 5% of the common stock of the company's issued and outstanding shares:

Andre' Williams	69,839,350 common	41% of outstanding shares
Parabollic LLC	16,000,000 common	10% of outstanding shares

Please describe any affiliations or relationships between the former Officers and Directors of the company and the current Officers and Directors of the company:

At this time none of the current Officers or Directors has any affiliations or relationships with the former Officers and Directors of the company.

Item 12: The issuer's most recent balance sheet and profit and loss and retained earnings statements:

The most recent financial statements for period ending June, 2006 are attached separately on the Pinksheets website.

The company intends to post all reports on the Pinksheets website every quarter to disclose the financial condition of the company and any changes that have occurred since this statement.

Item 13: Similar financial information for such part of the 2 preceding fiscal years as the issuer or its predecessor has been in existence:

The financial statements for the period ending December 31, 2005 and December 31, 2004 are separately attached on the Pinksheets website. The company has no operations to report for the year ending December 31, 2003.

Item 14: Whether any quotation is being submitted or published directly or indirectly on behalf of the issuer, or any director, officer or any person, directly or indirectly the beneficial owner of more than 10 percent of the

outstanding units or shares of any equity security of the issuer, or at the request of any promoter for the issuer, and, if so, the name of such person, and the basis for any exemption under the federal securities laws for any sales of such securities on behalf of such person:

To the best of Company's knowledge, information and belief, quotations with respect to the Issuer's common stock are not being submitted or published, directly or indirectly, on behalf of the Issuer or on behalf of a director, officer or beneficial owners of more than ten 10% percent of the common stock that is issued and outstanding.

CERTIFICATION

I, Andre Williams, hereby certify that I have reviewed the Information and Disclosure statement, Exhibits, and all notes thereto and; I, having full authority to sign on behalf of the company hereby certify that the information is complete and presented fairly, in all material respects.

Dated this 8th day of August, 2006:

Certified by: /s/André Williams,
CEO and
President