



## Transfers of dogs increasing according to the January PetPoint Report

***Pethealth Inc. releases its January PetPoint Report, a monthly gauge of both pet adoptions and relinquishments affecting animal welfare***

**OAKVILLE, Ontario – February 21, 2011.** (TSX:PTZ) Pethealth Inc.—Transfers of dogs from animal welfare organizations increased 12% year over year, according to the January PetPoint Report. This suggests animal welfare organizations are seeking to reduce unnecessary euthanasia by increasing transportation of dogs to other facilities where potential adopters outnumber dogs available for adoption. Concurrently, euthanasia of dogs has also been decreasing.

*“The overpopulation problem has long been a key talking point among animal welfare organizations. However, as far as the itinerant canine population is concerned, our data suggests this issue has shifted from one of overpopulation to one of creating a more efficient marketplace,” says Steve Zeidman, Managing Director, PetPoint Solutions. “This insight into the animal welfare community and ongoing feedback from our PetPoint partners was what prompted the development of our PetPoint Transfer Network. Population control is important, but achieving a balanced population distribution has become the key to eliminating the unnecessary euthanasia of dogs.”*

As a hosted management application, PetPoint not only helps shelters better organize and run their daily operations but also reduce, if not eliminate, IT-related infrastructural costs. It also enhances operational reporting, allowing animal welfare organizations to track their own aggregate data on a monthly and annual basis.

The PetPoint Transfer Network, a module within PetPoint, is the first nation-wide logistics platform for transfers between animal welfare organizations, giving them the ability to promote and request animals available for transfer as well as electronically transfer information on adoptable pets between locations within a single cloud-based network.

The January report aggregated data from 889 animal welfare organizations using [PetPoint](#). Findings were based on 107,556 intakes and 109,946 outcomes for dogs and cats that entered or left animal welfare organizations during the month. PetPoint is the most widely used animal management application in animal welfare.

For the January report, data was aggregated only from those organizations that were using PetPoint in January 2010 and January 2011. By comparing data from January 2011 to January 2010, the following can be summarized:

- Adoptions of both dogs and cats declined 6%.
- Owner surrenders of dogs and cats declined 4% and 7% respectively.
- Intakes of dogs and cats declined 4% and 9% respectively; intakes of stray dogs and cats also declined 6% and 13% respectively.

- Euthanasia of dogs and cats declined 7% and 17% respectively; cat returns to owner increased 9%.
- Returns of both dogs and cats previously adopted from the same organization increased 2%.
- Average adoption fees for dogs and cats less than 1 year old increased 2% and 1% respectively, while average fees for dogs over 1 year old increased 4% and cats over 1 year old decreased 7%.

[Pethealth](#), the owner of the cloud-based PetPoint application, hosts the data for all its licensed users, allowing data to be aggregated in a seamless and timely fashion. Today, over 1,600 animal welfare organizations in the United States and Canada have licensed PetPoint to manage their day to day operations. Pethealth aggregates more data on dogs and cats in animal welfare organizations than any other company.

Interested organizations can subscribe to receive more detailed reports that include localized regional and state data for a monthly fee. The full report can be accessed by visiting <http://www.petpoint.com/petpoint-report-02-18-2011.asp>. PetPoint reports are issued on the third Monday of each month, excepting statutory holidays in which case they are issued the following business day.

#### **About PetPoint**

PetPoint, first introduced in 2005, is now licensed by over 1,600 animal welfare organizations in North America and has facilitated the adoption of over 2.7 million pets. As a hosted application, animal welfare organizations can not only better organize and care for their homeless and abandoned animals, but can also reduce significantly, if not eliminate, their IT-related infrastructure costs. PetPoint is provided free to animal welfare organizations on the basis that these same organizations use the Company's [24PetWatch microchip](#) program for all companion animals adopted. The 24PetWatch microchip program is the most widely used microchip and lost pet recovery service operating in both Canada and the United States.

#### **About Pethealth Inc.**

Pethealth is a leading provider of companion animal services in North America. In addition, the Company is the leading provider of management software to North American animal welfare organizations through its cloud-based application and is the leading provider of pet related database management services to the North American companion animal industry. Pethealth offers a unique range of products and services for veterinarians, shelters and [pet owners](#) through a number of wholly owned subsidiaries using a range of brand names including [PetCare](#), [24PetWatch](#), [Pet Protect](#), [Petpals Direct](#), [ShelterCare](#), [PetPoint](#), [Petango.com](#) and [ThePetangoStore.com](#).

Pethealth is based in Oakville, Ontario. To find out more about Pethealth, visit the web site at [www.pethealthinc.com](http://www.pethealthinc.com).

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