



## **Pethealth Releases Topline and Aggregate Findings on Veterinary Services Use among New Cat and Dog Adopters**

### ***Survey results illustrate post-adoption decisions regarding veterinary service and pet pharmacy purchases***

**Oakville, ON – October 10, 2012.** (TSX: PTZ) Pethealth Inc. (“Pethealth” or the “Company”), is pleased to announce the publication of its second aggregate survey findings of new pet adopters of a dog or cat. The Q3-2012 Adopter Survey: Veterinary Services (“Veterinary Survey”) represents the largest of its kind conducted by the Company to date, surpassing the results of its Q2 aggregate survey report. Surveys were received by nearly 246,000 adopters across the United States and over 10,000 adopters completed the survey. Survey respondents include new pet adopters of dogs and cats during the 13 month period between July 2011 and July 2012; the survey was conducted during September 2012.

The purpose of the survey was (a) to determine the differences, if any, in the purchasing habits of respondents who adopted their new pet in a shelter’s own facility versus a satellite location inside a PetSmart® or Petco® store; (b) to determine what influences a new pet adopter’s selection of veterinary care for their new pet and the strength of retailer-clinic relationships such as PetSmart® and Banfield®; and, (c) to determine the degree to which veterinary clinics influence new pet owner decisions for the post-adoption purchase of wellness and other related pet care products and services.

The survey was made possible through the Company’s position as the leading aggregator of pet adopter and animal welfare organisation (“AWO”) data. Data is aggregated through the Company’s cloud-based animal management application PetPoint, now licensed by over 1,900 AWOs in the United States and Canada. In 2011 alone, over 2.25-million animal intakes and 890,000 pet adoptions were completed by AWOs licensing PetPoint. The Company already issues the ‘PetPoint Report’, published on the third Monday of each month, showing national trends in cat and dog adoption. The PetPoint Report is now regarded as the most authoritative source for trends in animal welfare amongst Wall Street analysts and investment firms looking to use pet adoption trends in determining the valuation of those public companies selling products and services to the companion animal marketplace..

For the Veterinary Survey, only adoptions completed in the United States were included. Adopting pet parents were drawn from seven data sets:

- (i) Those that had adopted between July 2011 and July 2012 from a PetPoint licensed AWO that also conducts adoptions in a PetSmart (exclusively) location(s) but where the adoption was completed in the shelter’s own facility;
- (ii) Those that had adopted from the same AWO but where the adoption was completed in their satellite location inside a PetSmart store;
- (iii) Those that had adopted between July 2011 and July 2012 from a PetPoint licensed AWO that also conducts adoptions in Petco (exclusively) location(s) but where the adoption was completed in the shelter’s own facility;
- (iv) Those that had adopted from that same shelter but where the adoption was completed at the satellite location in a Petco store;
- (v) Those that had adopted between July 2011 and July 2012 from a PetPoint licensed AWO that conducts adoptions in both Petco and PetSmart stores but where the adoption was completed in their own shelter.

- (vi) Those that had adopted from the same PetPoint licensed AWO but where the adoption was completed in a PetSmart store.
- (vii) Those that had adopted from the same PetPoint licensed AWO but where the adoption was completed in a Petco store.

The demographic profile of respondents was; 82% female; nearly 64% of respondents under the age of 50; 57% indicating they had a university degree or a post-graduate degree; 86% indicating they were either employed or retired; and 39% indicating household income of \$60,000 or greater.

*"While the aggregate data contained in the report revealed some very significant trends amongst adopters of new dogs and cats, there are perhaps three which stand out," says Mark Warren, President and Chief Executive Officer of Pethealth. "Firstly, is the fact that most adopters take their newly adopted pet to a veterinary clinic within seven days of adoption. Secondly, is that the major clinic aggregators and corporately owned clinics have not extended their reach into the adopter demographic as far as one might otherwise have expected, Thirdly, is the fact that the hold of veterinary clinics over the sale of pet medications continues to slip in favour of online stores and pet specialty retail locations."*

This is the second survey of new pet adopters conducted by the Company in 2012; the Q2-2012 Adopter Survey: Pet Specialty Retail was published in May with a focus on post-adoption decisions regarding pet speciality supply retailers, pet food brands, and pet pharmacy, as well as online purchasing habits and the impact of rising gas prices on those habits.

The aggregated results of both the Q3-2012 Adopter Survey: Veterinary Services and Q2-2012 Adopter Survey: Pet Specialty Retail can be found by visiting [www.petpoint.com](http://www.petpoint.com). Both surveys have been published free of charge. **For those wishing to have either survey results segmented by the seven surveyed groups (data sets), these can be purchased by contacting the Company at 1-877-738-4584, ext. 236.**

#### **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 organisations through its cloud-based application and 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.

The Company is also recognised as the most reliable source for aggregated animal welfare organization and adopted pet owner data. Its PetPoint Reports, published on the third Monday of each month, offer year over year insights into national adoption trends and are available at [www.petpoint.com/reportspage](http://www.petpoint.com/reportspage).

Pethealth is based in Oakville, Ontario. To find out more about Pethealth, visit the website at <http://www.pethealthinc.com>.

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