



*Pethealth Inc. Announces that it has become a
Sponsor of the Atlanta Humane's H.E.A.R.T.*

*Online pet adoption community, Petango.com, is now the featured advertiser on the
shelter's animal rescue vehicle.*

Oakville, ON – February 25, 2010. (TSX: PTZ) Pethealth Inc. (“Pethealth” or the “Company”) is pleased to announce that it has become a lead sponsor of the Atlanta Humane Society’s Humane Emergency Animal Rescue Team (“H.E.A.R.T.”) Mobile, now being used in the south east region of the United States. The agreement runs through 2012.

The Atlanta Humane Society (“AHS”) will be using the vehicle in its own outreach efforts, bringing animals from overcrowded shelters to its own facilities. The AHS completed 5,500 adoptions in 2009, up 15% from 2008. With plans to build a new state of the art 100,000 sq ft facility on 10 acres, which will be the largest in the United States, the AHS is positioning itself to be the leading animal welfare organisation in the United States. To this end, it has also become one of the first animal welfare organisations to put its own vehicles on the road, rescuing and bringing up to 100 **adoptable dogs** per week from rescued and overcrowded organisations as far away as Louisiana to its own facilities where demand for dogs from those pet owners wishing to adopt currently outstrips its own supply.

“We are very pleased to be assisting Atlanta Humane Society in its initiatives,” said Mark Warren, President and Chief Executive Officer of Pethealth Inc. “In addition to providing financial assistance in the ongoing operations of H.E.A.R.T., we are also working with Atlanta Humane to make sure that all organisations from which it receives pets are also running our PetPoint animal management software. As a SaaS-based application, data and related information on those animals being transferred can be sent by ‘the click of a mouse’ from one organisation to another, thereby eliminating unnecessary paperwork but, more importantly, ensuring that disease and related health issues can be effectively controlled.”

PetPoint is the most widely used animal management software. The application is licensed by over 1,350 animal welfare organisations in the United States and Canada. In 2009 alone, over 1.8-million animal intakes and over 680,000 adoptions were completed by organisations running PetPoint.

In return for its financial contribution, Pethealth’s own adoptable search site, petango.com, is now the featured brand on the H.E.A.R.T. Mobile. Petango is the fastest growing adoptable search web site. In December, over 1-million unique visitors went to petango.com to look for **pets to adopt**. Additionally, more animal welfare organisations in North America run PetPoint than any other animal management software. PetPoint also drives content to petango.com, making Petango the only adoptable search site to combine adoptable pet search content exclusively with live data from animal welfare organisations.

“We are very happy to have Pethealth’s support in this initiative,” said Carl Leveridge, President of the Atlanta Humane Society. “Pethealth has become one of our most important partners over the past several years. Their PetPoint animal management application has greatly assisted us and the broader shelter community as a whole and, tied to their **24PetWatch microchip program**, they have helped us to create greater efficiencies in our own operations.”

The transfer of **adoptable dogs** between animal welfare organisations is growing. **PetPoint**, is assisting other individual shelters as well as the charitable arms of leading retailers in America with

their efforts to create greater efficiencies in the transfer of dogs and cats between animal welfare organisations

For photographs and more information on the H.E.A.R.T. Mobile, go to www.atlantahumane.org or www.pethealthinc.com.

About Atlanta Humane Society

Founded in 1873, the Atlanta Humane Society and Society For Prevention Of Cruelty To Animals, Inc. is the oldest private non-profit animal welfare organisation in Atlanta and one of the oldest humane agencies in America. Services such as adoptions, charitable veterinary clinic, pet facilitated therapy, animal behaviour hot-line, low cost spay/neuter services, a regional pet food bank and canine play yards are possible by generous contributions of time and money from the public. The AHS mission is to prevent neglect, abuse, cruelty and exploitation of animals and to assure that their interests and well-being are fully, effectively and humanely protected by an aware and caring society. For more information about the Atlanta Humane Society, visit www.atlantahumane.org or call 404-875-5331.

About Pethealth

Pethealth is North America's second largest provider of medical **insurance for dogs and cats** to pet owners, operating in Canada, the United States and the United Kingdom. In addition, the Company is the leading provider of management software to North American animal welfare organisations through its SaaS-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.

For further information contact:

Mark Warren, President and Chief Executive Officer
Glen Tennison, Chief Financial Officer
Steve Zeidman, Chief Technology Officer
Pethealth Inc.
(905) 842 2615