



Pethealth's Adoptable Pet Search Network Reaches the 1-million Unique Visitor Mark for December

Petango.com now Commands a 19% Market Share

Oakville, ON – January 14, 2010. (TSX: PTZ) Pethealth Inc. ("Pethealth" or the "Company"), is pleased to announce that Petango.com ("Petango"), its adoptable search network, recorded 1,010,000 unique visitors for the month of December, according to comScore.com ("comScore"). Since its launch in May 2009, Petango has become the number two web site in adoptable pet search, with a 19% market share, according to additional data provided by comScore.

The one million mark in unique visitors for December also represented a 68% increase from November and a 94% increase from October, providing further evidence that Petango is one of the fastest growing sites in the North American companion animal marketplace.

"Hitting the one million mark in unique visitors in December puts us right on target to our goal of being number one by 2011," said Mark Warren, President and Chief Executive Officer of Pethealth. "Our trending suggests that traffic to the Petango network will continue to increase and that our market share will increase in 2010. The quick success of Petango provides further evidence that our model, which is the only one to combine adoptable pet search content exclusively with live data from animal welfare organisations, is providing visitors with a more robust and user friendly experience."

Pethealth also owns PetPoint, the most widely used animal management application in animal welfare organisations in North America. Using a SaaS-based model, Pethealth's hosted solution means that animals available for adoption in any of the Company's 1,300 licensed organisations are automatically uploaded to the petango.com site. Visitors to the site know that if they find a dog or cat to adopt, that animal is actually available for adoption from the listed shelter, humane society, SPCA or rescue group. Much of the adoptable pet content on the Company's two main competitors' adoptable search sites is not live as they rely to a large extent on time-delayed uploads of pet content. PetPoint also powers adoptable search content on over 400 of its 1,300 licensed shelters' own web sites.

"While we are excited to achieve this milestone, we are even more excited with the changes to the site that will be implemented over the course of 2010," said Susan Arts, Vice-President of Marketing of Pethealth. "Starting at the end of February, visitors will see significant enhancements to the site, including the incorporation of ThePetangoStore.com, our online retail site for pet pharmacy and pet consumer goods, as well as the incorporation of our PawsConnect.com social networking site. In addition, we are also enhancing our advertising platform to provide our advertisers the targeted campaigns necessary to promote their brands to our coveted female demographic."

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*, *PawsConnect.com*, *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.

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