



Adoption Fees for Dogs Over 1 Year Reach 5 Year High

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

OAKVILLE, ONTARIO—June 20, 2011. (TSX:PTZ) Pethealth Inc.—Adoption fees for dogs over 1 year of age increased 2% year on year to reach a peak average of \$95, the highest average adoption fee reported in that segment since 2006, according to the May PetPoint Report. Average adoption fees for dogs under 1 year increased 4%. Conversely adoption fees for cats over and less than 1 year of age declined 16% and 6% respectively.

Dog adoptions declined by 1% year on year in May, however intakes increased by 4% year on year, reversing a five month declining trend beginning in December. At the same time, owner returns of dogs to the organization from which they were adopted increased 8% year on year, challenging the existence of an inverse relationship between adoption costs and owner returns discussed in the February PetPoint Report. Owner returns of cats previously adopted from the same organization continue trending upward, with year on year increases averaging 8% each month since September 2010.

Transfers of adoptable dogs both in and out of reporting organizations increased 7% and 15% respectively with inbound transfers accounting for an average 20% of overall intakes and outbound transfers accounting for an average 10% of all outcomes, with year on year increases averaging 11% monthly.

“With adoption now the primary path to new pet ownership demand continues to grow. Since adoption fees are still substantially less than the cost of purchasing a pet elsewhere, it makes logical sense for prices to increase to help cover operational costs. With the added demand, many communities no longer have the supply of adoptable dogs to meet it and we are seeing a greater reliance on the PetPoint Transfer Network to accommodate adopter requests and geographical preferences for certain breeds and ages of animals,” says Steve Zeidman, Managing Director, PetPoint Solutions at Pethealth Inc. “Meeting this rising demand by balancing population distribution can help lower euthanasia, increase adoptions, and ultimately reduce the length of stay for dogs in the shelter system.”

As a hosted management system, PetPoint not only helps shelters better organize and run their daily operations but also reduce, if not eliminate, IT-related infrastructure 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. It is also the only platform through which information on adoptable dogs can be electronically transferred between locations within a single cloud-based network, eliminating unnecessary paperwork and reducing the incidence of error.

The May report aggregated data from 869 animal welfare organizations using [PetPoint](#). Findings were based on 155,842 intakes and 138,202 outcomes for cats and dogs that entered or left animal welfare organizations during the month. PetPoint is the most widely used animal management application in animal welfare.

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

- Adoption fees for dogs less than 1 year of age increased 4% to an average \$122 while adoption fees for dogs over 1 year of age increased 2% to an average \$95;
- Transfers of dogs in and out of reporting organizations increased 7% and 15% respectively;
- Overall intakes of dogs increased 4% while intakes of cats declined 6%;
- Adoptions of dogs and cats declined 1% and 2% respectively;
- Returns of dogs and cats to their owners increased 5% and 8% respectively;
- Returns of dogs and cats previously adopted from the same organization increased 8% and 11% respectively.

[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 1,650 animal welfare organizations in the United States and Canada have licensed PetPoint to manage their day to day operations. Pethealth aggregates more data on cats and dogs 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-06-20-2011.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 1,650 animal welfare organizations in North America and has facilitated the adoption of over 2.85 million pets, including nearly 800,000 adoptions in 2010 alone. 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 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](#), [PetProtect](#), [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.

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