



***Pethealth Inc. Announces Marketing Agreement with
The Stop & Shop Supermarket Company LLC***

***Partnership will see white labelled pet insurance programs offered under the
Companion brand in Stop & Shop and Giant Food stores.***

Oakville, ON – November 13, 2008. (TSX: PTZ) Pethealth Inc. (“Pethealth” or the “Company”) today announced that it has signed a marketing agreement with The Stop & Shop Supermarket Company LLC (“Stop & Shop”). The 3-year partnership will see several of Pethealth’s industry-leading pet insurance programs offered in Stop & Shop and Giant Food stores beginning in the fourth quarter. Stop & Shop and Giant Food customers will be able to buy these programs under their own private labelled *Companion* brand either by accessing Pethealth’s call centres via dedicated 1-800 numbers or by purchasing online at www.companionpets.com. Stop & Shop and Giant Food are owned by Ahold USA. There are over 375 Stop & Shop locations in Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island. Giant Food has over 180 locations in Maryland, Virginia, Delaware, and the District of Columbia.

The program will be advertised in Stop & Shop and Giant Food stores using brochures and pet food bag stickers using the *Companion* brand. Promotion will also be made via Stop & Shop’s own web sites at www.stopandshop.com and www.giantfood.com web sites. Pethealth’s wholly owned subsidiary, PTZ Insurance Agency, Ltd, is acting as administrator for the program. The programs are underwritten by Praetorian Insurance Company.

“Stop & Shop and Giant Food are very well established and trusted names and their customers’ loyalty and familiarity with the *Companion* brand we believe will help make this a very successful partnership,” said Mark Warren, President and Chief Executive Officer of Pethealth. “We are delighted to partner with them and provide our pet insurance program to their customers.”

Pethealth is a leading provider of pet health insurance throughout North America and the United Kingdom with over 235,000 policies in force.

“We are very excited to be offering Pethealth’s pet insurance programs to our customers through the *Companion* brand,” said Bryan Shlager, Category Manager-Pet, Stop & Shop. “We believe that the addition of this pet service will augment several of our merchandising models in our stores as well as provide the opportunity to create an expanded range of services specifically designed for our pet-owning customers.”

Companion is one of the leading and most trusted private labelled pet food brands offered by any mass retailer in the United States. The Companion label can be found on most wet and dry foods for both dogs and cats in all Stop & Shop and Giant Food stores.

About Stop & Shop

Stop & Shop is headquartered in Quincy, Massachusetts, was established in 1914 and pioneered the superstore concept in New England in 1982. The company operates superstores and conventional supermarkets in Massachusetts, New Hampshire, Connecticut, Rhode Island, New Jersey and New York. Stop & Shop operates conventional supermarkets

and 55,000-75,000 sq. ft. superstores, some of which include gas stations, full-service pharmacies and one-hour photo developing.

About Giant Food

Giant Food LLC, headquartered in Landover, MD, operates 184 supermarkets in Virginia, Maryland, Delaware, and the District of Columbia, and employs approximately 21,000 associates. Included within the 184 stores are 165 full-service pharmacies. For more on Giant, visit www.giantfood.com.

About Pethealth

Founded in 1998, Pethealth is the second largest provider of pet insurance to pet owners in North America, 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*, *ShelterCare*, *QuickCare*, *24PetWatch*, *PetPoint*, and *PawsConnect*. The Company is also a leading provider of pet health insurance in the United Kingdom through its *Pet Protect* and *petPals* brands. Pethealth currently insures approximately 240,000 dogs and cats.

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

Investor Relations Contacts:

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