



## Stray Intakes of Dogs and Cats Declining According to August PetPoint Report

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

**OAKVILLE, Ontario – September 19, 2011. (TSX:PTZ)** Pethealth Inc.—Stray intakes of dogs and cats declined 3% and 10% respectively year on year according to the August PetPoint Report. At the same time, euthanasia of dogs and cats declined 4% and 10% respectively, marking the twelfth consecutive month of declining year on year euthanasia of cats.

Adoptions of both dogs and cats remained flat for August, commensurate with an average 1% increase in adoptions of cats and unchanged adoptions of dogs for the year beginning in September.

*“What we’re seeing in August is a good reflection of trends we’ve been monitoring over the course of the year,” says Steve Zeidman, Managing Director, PetPoint Solutions. “Intakes and euthanasia are declining and despite a poor economic climate, adoptions have remained unchanged. Transfer activity is on the rise, for both dogs and cats, indicating growing cooperation between animal welfare organizations to balance geographical disparities in the demand and supply of adoptable pets. These are all good indications that the animal welfare community is on the right track toward achieving its goals.”*

The August report aggregated data from 919 animal welfare organizations using [PetPoint](#). Findings were based on 162,155 intakes and 159,439 outcomes for dogs and cats that entered or left animal welfare organizations during the month. PetPoint is the most widely used animal management application in animal welfare.

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

- Stray intakes of dogs and cats declined 3% and 10% respectively year on year.
- Euthanasia of dogs and cats declined 4% and 10% respectively.
- Adoptions of both dogs and cats remained flat year on year.
- Dogs returned to owner declined 2%; cats returned to owner increased 13%.
- Transfers of cats into and out of reporting animal welfare organizations increased 11% and 10% respectively.
- Returns of dogs and cats previously adopted from the same organization increased 2% and declined 3% respectively.
- Average adoption fees for dogs of all ages increased 2% year on year, while average fees for cats over 1 year declined 9%; average adoption fees for cats less than 1 year remained the same.

[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, nearly 1,720 animal welfare organizations in the United States and Canada have licensed PetPoint to manage their day to day

operations. Pethealth aggregates more data on dogs and cats 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-09-19-2011.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 nearly 1,720 animal welfare organizations in North America and has facilitated the adoption of over 3.2 million pets. 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 cloud-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](http://www.pethealthinc.com).

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