



***Pethealth Inc. announces Catrina Skepper
as the face of its U.K. brand, Pet Protect.***

Oakville, ON – September 9, 2009. (TSX: PTZ) Pethealth Inc. (“Pethealth” or the “Company”) is pleased to announce Catrina Skepper, former model, ‘Media Darling’ and TV presenter, as the new face of its premium U.K. pet insurance brand, Pet Protect.

Renowned for her iconic Cadbury’s Flake and Pretty Polly advertising campaigns in the ‘80s and ‘90s, consistently voted amongst the all-time top ten adverts by the U.K. public, Catrina began her TV career as the show biz presenter for ITV’s This Morning and then the BBC’s Good Morning breakfast show. Success was rewarded by her own interview show VIP on NBC Europe. Later she also presented BBC1’s “Heaven and Earth” program.

When Catrina married Count Alessandro Guerrini-Maraldi in 1999, their wedding was a major highlight in the social calendar with Hello! Magazine running a 25 page spread on the wedding. Society photographer Terry O’Neil took the pictures and HRH Prince Andrew was amongst the glamorous line up of guests. For the last 10 years Catrina has been out of the media spotlight whilst she raised a family of three.

Catrina has always been known as an animal lover, and her beloved golden Labrador Jazzy regularly shared the media spotlight with her. Jazzy is no longer alive but Catrina and her family are now the proud owners of Toffee, another golden Labrador, which features in the campaign.

As part of the nationwide Pet Protect campaign launching in October 2009, which will feature print and outdoor advertising, Catrina will return to her journalistic roots hosting a series of interviews with major celebrities on the topic of their pets. As well as looking at how pets can give their owners a better quality of life, these interviews will also include information on how we should care for our pets, common problems and some of the more unusual and alternative treatments available to pet owners.

Pet Protect and Catrina will also be launching a campaign to raise awareness of how animals can be more than just pets through helping those with disabilities and emotional problems. To support this campaign Catrina is willing to talk about her own personal experiences.

Catrina comments “I am so excited to be part of this important campaign. Animals have always played an important part in my life and Toffee is vital to our family life! In the current climate an alarming number of animals are being abandoned because their owners cannot afford to care for them. Through this campaign, we are hoping to

educate as many people as possible about how important it is to have the right care and insurance in place.”

“We are delighted to announce Catrina as the celebrity face of Pet Protect, a first for any Pet Insurer in the U.K. market, and are looking forward to a close working relationship. Not only is Catrina an animal lover but she has first hand experience of how animals can help humans with all sorts of illnesses, making her the perfect person to front the new Pet Protect campaign,” says Mark Warren, President and CEO of Pethealth Inc.

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 program 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*, *ShelterCare*, *PetPoint*, *PawsConnect* and *Petango*.

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

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