



*Pethealth Inc. Announces that The Anti-Cruelty Society of Chicago has Moved to PetPoint*

*One of the nation's oldest and largest animal welfare organisations discovers the 'empowerment of animal welfare through data management'.*

**Oakville, ON – April 6, 2010. (TSX: PTZ)** Pethealth Inc. (“Pethealth” or the “Company”) is pleased to announce that The Anti-Cruelty Society (the “Society”), one of the largest animal welfare organisations in the United States, has begun to use PetPoint, Pethealth’s SaaS-based animal management application, to run its day-to-day operations.

**PetPoint**, which was first introduced in 2005, has now been licensed by over 1,360 animal welfare organisations in North America. As a hosted application, animal welfare organisations can not only better organise and care for their inventory of **adoptable dogs and cats**, but can also reduce significantly, if not eliminate, their IT related infrastructure costs. PetPoint is provided free to animal welfare organisations on the basis that these same organisations use the Company’s **24PetWatch microchip** program for all companion animals adopted.

“The Anti-Cruelty Society has for over one hundred and eleven years been a leading advocate for animal welfare, working on behalf of animals in its community,” said Mark Warren, President and Chief Executive Officer of Pethealth Inc. “As one of the most progressive and innovative organisations we have had the pleasure of working with, we are delighted that they have chosen PetPoint to now run their day-to-day operations.”

In addition to now using PetPoint, the Society’s adoptable animals can also be found at **[www.petango.com](http://www.petango.com)**. Petango was launched in May of 2009 and is now one of the nation’s most visited web sites for companion animal related content, including millions of people looking to **adopt a pet**. It is the only **adoptable search** site with live animal data feeds as it is the only site connected directly to the software application run by shelters.

“We are excited about having made the move to PetPoint,” said Dr Robyn Barbiere, President of The Anti-Cruelty Society. “I have been most impressed with the members of the PetPoint team that have helped make the transition to the PetPoint application as easy as possible for my staff.”

As part of the move to PetPoint, the Society will also begin using the application to power adoptable search on its own web site at **[www.anticruelty.org](http://www.anticruelty.org)**. Members of the PetPoint team are working with the Society’s staff to implement Pethealth’s Adoptable Search solution for the Society, a project which is expected to be completed in early April.

In 2009, the Society took in 7,365 animals and matched 5,382 with loving permanent homes.

**About The Anti-Cruelty Society**

The Anti-Cruelty Society is Chicago’s oldest and largest private, open-admission, unlimited stay, humane society with a mission of building a community of caring by helping pets and educating people. Programs and services include: adoption, charity veterinary clinic, low or no-cost spay/neuter clinic, cruelty investigation and rescue, humane education and community outreach, a free behaviour hotline, dog training classes, S.A.F.E. program (short-term accommodations for emergencies). The Bruckner Rehabilitation & Treatment Center and Virginia Butts Berger Cat Clinic, helping 50,000 animals and humans every year.

**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*, *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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