



Pethealth Announces the Launch of its Adoptable Search Site - Petango.com

Network of Nearly 200,000 Animals Awaiting Adoption to be Put Online

Oakville, ON – May 7, 2009. (TSX: PTZ) Pethealth Inc. (“Pethealth” or the “Company”) is pleased to announce the launch of Petango.com, its new and technologically advanced adoptable search site for pet owners looking to adopt a dog or cat. Today, over 1,150 animal welfare organisations (“AWOs”) representing over 725,000 adoptions annually can have their adoptable animals made available through Petango.

The key to the success of the Petango site is that, unlike other adoptable search sites, searches are conducted in real time, a competitive advantage made possible through the site’s full integration with PetPoint, Pethealth’s SaaS (Software as a Service)-based management software application created for AWOs. Over 1,150 organisations have licensed the application to date and today more animal welfare organisations in North America use PetPoint to run their day-to-day operations than any other software application. Currently, these organisations have close to 200,000 animals in inventory waiting for new homes.

Advertising Platform Reaches Coveted Pet Owner Demographic

The launch of Petango also marks the completion of what is now the pet industry’s only fully integrated advertising platform for those national brands, national retailers and local retailers looking to target pet adopters. Adopters of dogs and cats who consistently rank ahead of the national average on household income, net worth and average spending on their pets are now the most coveted demographic of new pet owners in North America.

No other site dedicated to adoptable search provides companies with the ability to target advertising to both potential adopters and those that do in the end adopt their dogs and cats. Pethealth’s shelter platform also includes the Company’s industry leading 24PetWatch microchip program. This means that every new pet adopter and their pet become Pethealth’s customer immediately upon completing the adoption process in any AWO running PetPoint. Pethealth can then provide these brands the opportunity for a complete Internet-based life cycle platform on which to communicate with the pet adopting demographic.

With Petango, potential adopters of dogs and cats will enjoy these features:

- **Real-time searches** – all the available pets for adoption can be seen, with up-to-the-minute availability status;
- **Watch list** – adopters can keep an eye on the pets that interest them;
- **Email notifications** – adopters can be the first to know when the pets they are looking for become available;
- **Send-to-a-Friend** – a feature which allows potential adopters to inform friends and family of adoptable pets;
- **Contact list import** – adopters can email friends about Petango;

- **Online pet adoption application** – adopters can apply directly to the shelter online and have their applications pre-approved and their new pets waiting for them when they arrive at the shelter;
- **Events listing** – adopters can see all pet events in their communities;
- **Web 2.0** – using the latest technology providing the best user experience possible for potential adopters – no more cumbersome searches.

“We are extremely pleased to be able to announce the launch of Petango,” said Mark Warren, President and Chief Executive Officer of Pethealth. “Petango, which we expect will quickly become the number one site for potential new pet owners, represents the fulfilment of our vision to make the lives of those working in the animal welfare community, and the animals in their care, better.”

“We are really excited about having our pets posted on Petango,” said Carl Leveridge, President of Atlanta Humane Society. “Petango completes the package of products and services that we enjoy in working with Pethealth. We especially believe that the real-time aspect of Petango solves the problem that has faced organisations such as ours in the past in that none of the other adoptable search web sites have been able to offer a live feature. We now know that when a dog or cat has been adopted from our organisation, it will immediately disappear from the Petango site, avoiding the embarrassing situation of adopters visiting our shelter and asking about an animal that has already been adopted.”

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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