



Pethealth Announces the Launch of its Redesigned 'Case Module' Specifically to Support Large Animal Control and Humane Law Enforcement Organisations in the U.S. and Canada

Redesigned module being demonstrated at Animal Expo in Nashville, Tennessee, will provide Pethealth with an advanced platform to attract a greater percentage of the animal management software marketplace.

Oakville, ON – May 13, 2010. (TSX: PTZ) Pethealth Inc. (“Pethealth” or the “Company”), the leading provider of management software for animal welfare organisations, is pleased to announce that its redesigned ‘case module’ for its industry leading PetPoint animal management software application has now been released. The redesigned module was built using four plus years of experience gained in developing software solutions for animal welfare organisations, and was driven by the input received from existing PetPoint users who currently perform a variety of animal services, ranging from traditional animal control to cruelty investigations and humane law enforcement.

The case module is unmatched in terms of flexibility and comprehensiveness in reporting and has been designed specifically for animal control organisations operating in the larger metropolitan areas of the United States and Canada. The case module is security restricted and can be used to record any enforcement or investigation activity. In addition to providing flexible investigative recording of all types, it includes bite reports, case reports and the ability to link related cases together. The Company believes that animal welfare organisations who provide a wide range of activities will find the redesigned PetPoint case module a valuable addition to the PetPoint animal management software system, generally regarded as the best in the industry.

“A number of PetPoint managed animal welfare organisations provided feedback in the creation of our redesigned case module. With this kind of collaborative input, we were able to further enhance PetPoint to meet the needs of our users. We are really proud of the work that’s been done and PetPoint’s ability to support complex shelter operations via this new module is now second to none,” said Steve Zeidman, Chief Technology Officer of Pethealth Inc.

The Company is demonstrating its redesigned case module at the annual Humane Society of the United States Animal Expo, being held this year at the Nashville Convention Center from May 12 to 14. To support the launch of its new module, the Company is also offering free basic data conversion to organisations currently using traditional client server based shelter management software. Basic conversion includes animal records, animal visits, animal memos, person records, person memos and ownership records, which link animals and individuals of the public. Pethealth is making this promotion of free data conversion available to the first twenty organisations who sign a licence agreement with PetPoint on or before July 1, 2010.

Nearly 1,400 animal welfare organisations have licensed PetPoint to date. In 2010 to date, approximately 100 new organisations have been added to the PetPoint ‘family’, including The Anti-Cruelty Society of Chicago, Toronto Humane Society and Louisiana SPCA.

About PetPoint

PetPoint was first introduced in 2005, and has now been licensed by nearly 1,400 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 24PetWatch microchip program is the most widely used microchip and lost pet recovery service operating in both Canada and the United States.

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.

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