



***Pethealth Inc. partners with the  
Ontario Society for the Prevention of Cruelty to Animals***

***PetPoint software, 24PetWatch microchips, and private-labelled pet insurance  
program will further improve the management of animal welfare in Ontario***

**Oakville, ON – November 19, 2008. (TSX: PTZ)** Pethealth Inc. (“Pethealth” or the “Company”), the second largest provider of pet health insurance in North America, a leading provider of RFID microchip technology, and the leading provider of software for animal welfare organizations, is pleased to announce that it has signed a multi-year strategic agreement with the Ontario Society for the Prevention of Cruelty to Animals (Ontario SPCA). The Ontario SPCA is one of the best known and largest animal welfare organizations in North America, comprised of more than 50 Communities located throughout the province.

Under the terms of the agreement, Ontario SPCA Branches will begin running PetPoint’s SaaS operating software system in January 2009, and using Pethealth’s 24PetWatch microchip program in all of its Branches.

Pethealth and the Ontario SPCA have also agreed to launch a private-labelled pet insurance program under the Ontario SPCA name. The program will be the first of its kind in Canada for any animal welfare organization. Ontario SPCA Branches will begin offering the Ontario SPCA pet insurance program in their shelters in early January.

“We are very excited to be working with Pethealth on these three initiatives,” says Craig Mabee, Ontario SPCA Director of Marketing and Development. “These initiatives will make us more effective as an organization in reducing costs, improving communications between Branches, and meeting the challenges of reducing euthanasia and achieving better animal welfare through the promotion of more responsible pet ownership in our province.”

“This is the most far reaching agreement ever executed between a company and an animal welfare organization in Canada,” says Mark Warren, President and Chief Executive Officer of Pethealth. “We are honoured that the Ontario SPCA, one of the premier animal welfare organizations in North America, has decided to place this level of trust with us.”

**About the Ontario SPCA**

Protecting animals since 1873, the Ontario SPCA is a registered charity comprised of over 50 Communities relying primarily on donations to fund animal protection, care and rehabilitation; advocacy; and humane education. The Ontario SPCA Act mandates the Society to enforce animal cruelty laws and provides Society investigators with police powers to do so - making the Ontario SPCA unique among animal welfare organizations in the province. The Ontario SPCA is a member of the Canadian Federation of Humane Societies, the World Society for the Protection of Animals, and is affiliated with the Royal Society for the Prevention of Cruelty to Animals.

**About Pethealth**

Founded in 1998, Pethealth is the second largest provider of pet insurance to pet owners in North America, and 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*, *ShelterCare*, *QuickCare*,

*24PetWatch, PetPoint, and PawsConnect*. The Company is also a leading provider of pet health insurance in the United Kingdom through its *Pet Protect* and *petPals* brands. Pethealth currently insures approximately 240,000 dogs and cats.

Pethealth is based in Oakville, Ontario. To find out more about Pethealth, visit the website at [www.pethealthinc.com](http://www.pethealthinc.com)

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