



## **Pethealth Inc. Announces Three New Recipients of the PetPoint Solutions Scholarship Award**

*PetPoint Solutions Scholarships support veterinary medical students enrolled in the Maddie's® Online Graduate Certificate in Shelter Medicine*

**Oakville, ON, November 7, 2013. (TSX:PTZ)** Pethealth Inc. ("Pethealth" or "the Company"), North America's leading provider of management software for animal welfare organizations, microchip identification and data related services for companion animals, and pet health insurance, is pleased to announce three new recipients of the PetPoint Solutions Scholarship, Catherine Herlihy, Dr. Linda Jacobson and Brianna Tobin, all of whom are enrolled in the Maddie's® Online Graduate Certificate in Shelter Medicine program at the University of Florida's College of Veterinary Medicine.

*"I am very excited to announce three new recipients of the PetPoint Solutions Scholarship Award," said Brad Grucelski, Vice President of PetPoint Solutions. "We acknowledge and support each of these veterinary medicine students in their studies and consider this merit award to be an investment, both in the animal welfare community and in our future veterinarians, some of whom will go on to work in the very shelters that we serve."*

Each of the veterinary medicine students were selected as recipients of this award for their outstanding academic achievements. The scholarship will help support and complement each of the students in their shelter medicine studies. All three students are currently enrolled in the Maddie's Online Graduate Certificate in Shelter Medicine program at the University of Florida's College of Veterinary Medicine. The University of Florida offers a unique online curriculum not available at any other veterinary college. View each student's individual profile here: <http://sheltermedicine.vetmed.ufl.edu/2013/09/13/congratulations-to-our-petpoint-solutions-scholarship-winners-2/>.

*"I would like to thank PetPoint Solutions for awarding me this scholarship. Shelter vets can sometimes work in isolation and there's tremendous benefit knowing that you are part of a community and help is out there – not to mention a wealth of experience and information," said Dr. Linda Jacobson, shelter veterinarian at the Toronto Humane Society. "I hope to use the knowledge I gain both in our shelter and in our broader sheltering community. I am extremely grateful to PetPoint for providing this opportunity and for their commitment to shelter medicine and sheltering."*

The first ever recipient of the award went to Karyn Carlson, a veterinary student also enrolled in the Maddie's Online Graduate Certificate in Shelter Medicine. Ms. Carlson is attending the Atlantic Veterinary College in Prince Edward Island and will graduate in May 2014, with plans to return to her home town of Tucson, Arizona to work in her chosen career. The announcement was made earlier in the year and can be viewed at [http://www.pethealthinc.com/pdf/press/PHI\\_pr\\_March\\_20\\_2013.pdf](http://www.pethealthinc.com/pdf/press/PHI_pr_March_20_2013.pdf). While Dr. Linda Jacobson is already practising as a shelter veterinarian at the Toronto Humane Society, both Catherine Herlihy and Brianna Tobin are, like Karyn, currently enrolled at Atlantic Veterinary College, Prince Edward Island.

The PetPoint Solutions scholarship program is a further example of how the industry's leading shelter database management system has helped to support the shelter community. This annual scholarship program focuses primarily on providing opportunities for veterinary students enrolled in Canadian veterinary colleges to take advantage of the University of Florida's unique Online Shelter Medicine program. Maddie's Online Graduate Certificate in Shelter Medicine is made available strictly online and allows students from all over North America the opportunity to concentrate in shelter medicine.

Since the program first launched in 2008, PetPoint has been a supporter in the study of shelter medicine, working closely with those at the University of Florida's College of Veterinary Medicine to help enrich the curriculum with practical and real-life examples from the field. Online training modules include multi-media tools and a flexible format that give students an interactive learning experience not found in the regular classroom. PetPoint examples are integrated into the curriculum with videos and interviews that show how shelter management software can be used to identify and manage key animal welfare metrics such as length-of-stay.

*"Thanks to PetPoint's generous gift for scholarships, Maddie's Online Graduate Certificate in Shelter Medicine supported training for three compassionate veterinarians and veterinary students infected with the 'shelter bug'," said Terry Spencer, DVM, MEd, Director of Distance Learning at the College of Veterinary Medicine at the University of Florida. "We are thrilled to provide these tuition-reimbursement awards on behalf of PetPoint Solutions to students who complete the rigorous Shelter Animal Physical Health course this semester. The course teaches shelter veterinarians how to use medical records for making evidenced-based decisions that improve the welfare of animals in their care. With the help of PetPoint, we include real-life examples of how shelter software management systems – such as PetPoint – can help shelter veterinarians improve outcomes for homeless pets."*

In 2014, the Company plans to deploy 'PetPoint for Clinics', the first cloud based veterinary clinic application designed specifically for those animal welfare organizations running full service hospitals. The application will fully integrate with its current animal management application now licensed by over 2,000 animal welfare organizations.

#### **About PetPoint**

PetPoint, first introduced in 2005, is now licensed by over 2,000 animal welfare organizations in North America and has facilitated the adoption of over 5-million pets. As a cloud based application, animal welfare organizations can not only better organize and care for their homeless and abandoned animals, but can also reduce significantly, if not eliminate, their IT-related infrastructure costs. PetPoint is provided free to animal welfare organizations on the basis that these same organizations use the Company's 24PetWatch microchip and Gift of Insurance programs for all companion animals adopted. Adoptable animals are then published on the Petango adoptable search platform. 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 Inc.**

Pethealth is North America's second largest provider of medical insurance for dogs and cats to pet owners, operating in the United States, Canada and the United Kingdom. In addition, the Company is the leading provider of management software to North American animal welfare organizations 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, PetPoint, Petango.com and ThePetangoStore.com.

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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