Pethealth Inc. Announces That PetPoint Has Helped To Facilitate Over 5-Million Pet Adoptions

With over 2,000 PetPoint Licensed Organizations, the Company continues to enhance animal welfare through the operation of the most widely used animal management application in North America.

OAKVILLE, ON, August 20, 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 its industry leading PetPoint Data Management System has surpassed another milestone.

In only 8 years since its launch, PetPoint recorded late last month its 5-millionth pet adoption through AWOs utilizing its Data Management System. Launched in 2005, the application, now licensed by over 2,000 animal welfare organizations ("AWOs"), facilitated 972,932 adoptions in 2012 alone and has year to date already helped 574,503 companion animals find new homes, representing an increase year over year of 6.4%. At the current rate of growth the 10-millionth pet adoption completed by AWOs using PetPoint would be achieved in 2017.

"To have helped facilitate over 5-million pet adoptions in just 8 years is truly a remarkable achievement for PetPoint," said Mark Warren, President and CEO of Pethealth Inc. "I am very pleased to announce this significant milestone, which highlights our ongoing commitment to supporting the needs of the animal welfare industry."

PetPoint aggregates more real-time data on both the animals in the care of AWOs and those adopted out to the public than any other company. Indeed, PetPoint facilitates approximately twice the number of adoptions than those facilitated by either of the industry's leading pet specialty retailers. PetPoint's sophisticated, cloud based functionality and unparalleled support helps AWOs to better organize and manage their daily operations and to reduce, if not eliminate, IT related infrastructure costs. This robust platform enhances operational reporting, allowing AWOs to better understand and use their data to reduce euthanizations and increase adoptions in the communities they serve. Austin Pets Alive! ("APA!"), a leading animal welfare organization and PetPoint licensed AWO recorded the 5 millionth adoption in late July.

"We are thrilled that PetPoint met such an astounding accomplishment," said Arianne Schrodel, PR & Marketing Manager at Austin Pets Alive! "PetPoint allows us to have access to a database of all of our rescues from wherever we are; it retains all of our pets' info in one place so we can tell a potential adopter all of the background and medical care that is a part of their record. We can even find the foster's info at a moment's notice in one central location if someone contacts us about a specific pet. One of the best features is the ability to run a report to show how many pets we have in the program at a moment's notice. It helps with explaining our needs when we reach out to the community for more volunteers, fosters, etc. PetPoint keeps all of our pets in one place, and is an invaluable tool we have to save lives."

PetPoint also powers the Company's industry leading Petango.com network, including the only adoptable search website with live feeds of all animals posted as available for adoption. Updates to available animals and their profiles on Petango.com occur, on average, within 5 seconds of the change being effected in PetPoint. As a result of this capability, the network now receives an average of over 900,000 unique visitors per month, an increase of over 9% YoY.

As the most accurate database of adoptable pets available, Petango.com is trusted by many of North America's largest AWOs to power adoptable search on their own websites, including Austin Pets Alive!,

the Atlanta Humane Society, Kentucky Humane Society, the Washington Animal Rescue League, Sacramento SPCA and SPCA Serving Erie County, as well as over 900 other AWOs licensing the Company's PetPoint software. Web traffic data compiled and transferred to PetPoint daily from these AWOs, for the period of January 1, 2013 to June 30, 2013, totaled nearly 90-million pages viewed, an increase of 76% YoY. No other adoptable search site offers as much live content.

About Austin Pets Alive!
Austin Pets Alive! is a 501(c) 3 (nonprofit) organization run almost exclusively by dedicated volunteers. Austin Pets Alive! has become one of the country's No-Kill leaders by innovating and maintaining programs, in turn lending Austin the title of the largest No-Kill city in the nation. For more information please visit http://www.austinpetsalive.org/.

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.

For further information contact:
Mark Warren, President and Chief Executive Officer
Glen Tennison, Chief Financial Officer
Brad Grucelski, Vice President, PetPoint Solutions
Pethealth Inc. (905) 842-2615