



**Pethealth Inc. Announces that Best Friends Animal Society in Los Angeles Is the 2,000<sup>th</sup> Animal Welfare Organization to License PetPoint**

*NKLA Adoption Center, a Best Friends Initiative, Joins the Growing Ranks of Animal Shelters now Operating the most Widely Used Animal Management Application in North America*

**OAKVILLE, ON, June 20, 2013. (TSX:PTZ)** Pethealth Inc. ("Pethealth" or "the Company"), North America's leading provider of animal management software, microchip identification for companion animals, and pet health insurance, is pleased to announce that Best Friends Animal Society's latest venture, the NKLA Adoption Center, has become the 2,000<sup>th</sup> animal welfare organization ("AWO") to license PetPoint. The new adoption center is located in the heart of West Los Angeles.

PetPoint was first introduced in March 2005. As a cloud based application, PetPoint not only helps shelters to better organize and manage their daily operations, but also to reduce, if not eliminate, IT-related infrastructure costs. Equally important, the application enhances operational reporting, allowing AWOs to better understand and use their data to reduce euthanizations and increase adoptions in the communities they serve.

PetPoint has two versions of its software: PetPoint Lite for rescue groups; PetPoint Professional for larger AWOs including municipally owned animal control agencies. PetPoint Lite and PetPoint Professional are provided free of charge to those AWOs who agree to exclusively use the Company's microchip and database related services and promote the Company's leading shelter focused pet insurance programs.

In 2012, the Company introduced PetPoint Enterprise, a paid for application providing enhanced functionality. Over 100 organizations now pay for the application. Beginning in the third quarter of 2013, the Company will introduce Phase 2 of PetPoint Enterprise, including enhanced licensing functionality for those AWOs engaged in animal licensing operations and a full veterinary clinic application for the growing number of AWOs now operating full service veterinary clinics/hospitals for the public.

Best Friends Animal Society Los Angeles opened its first California-based facility in Mission Hills as a cooperative venture with the City of Los Angeles in January 2012. Prior to opening, in 2011, they licensed PetPoint Enterprise for the Mission Hills facility. The success of this shelter has prompted the group to open the second facility in West Los Angeles, which will also be a joint venture with community based partners.

*"The opening of this center is an innovative opportunity to collaborate with our NKLA coalition partners to move the lifesaving needle forward for Los Angeles' homeless pets," said Marc Peralta, Executive Director for Best Friends Los Angeles. "From our experiences in Mission Hills, we know that PetPoint will be a powerful, technological ally in helping us achieve the goal in making Los Angeles, No-Kill Los Angeles."*

The new NKLA Adoption Center, a partnership between over 60 rescue groups led by Best Friends Animal Society, will provide additional adoption opportunities for the homeless animals of Los Angeles. The NKLA center is scheduled to be launched with a grand opening planned for August 2013. The facility is state-of-the-art and fully equipped with high-speed Internet, Wi-Fi, and touch screen technology.

*"I recently paid a visit with Best Friends Animal Society Los Angeles and was fortunate to tour the new NKLA Adoption Center. The modern architecture and the clean-line design is aesthetically pleasing to the eye, and was built with the comfort of humans and animals in mind," said Connie Howard, Director of Animal Welfare Relations at Pethealth Inc. "The model of working with rescue groups to provide a central adoption center, that is equally as efficient and professionally run, is very exciting for all of us at Pethealth."*

The success of PetPoint has made Pethealth the largest aggregator of data on animals entering AWOs. As of June 2013, over 12.2-million animal intakes and over 4.7-million adoptions have been completed via the application since the product was first launched in 2005. Today, nearly 400,000 animals are being cared for in PetPoint licensed AWOs.

#### **About Best Friends LA**

The mission of a no-kill city can only be achieved when people come together, Best Friends works collaboratively with animal rescue groups, city shelters and passionate individuals to make this a reality. For many years, Best Friends' presence in Los Angeles was carried out through its many adoption events, spay-neuter campaigns and partnerships with city and county government. In early 2012, the [Best Friends Pet Adoption & Spay Neuter Center](#) in Mission Hills, California opened to the public.

#### **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 4.7-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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