



Live Release Outcomes of Cats and Dogs from Animal Welfare Organisations Demonstrate Year-on-Year Increases in First Quarter of 2012

Pethealth Inc. releases its March PetPoint Report, a monthly gauge of pet adoptions and relinquishments affecting animal welfare

OAKVILLE, Ontario – April 17, 2012. (TSX:PTZ) Pethealth Inc. (“Pethealth” or the “Company”)—Live release outcomes of cats and dogs in March increased 5% and 11% respectively year on year continuing a positive trend for the quarter. By comparison, same-shelter live release outcomes of cats and dogs in 2011 increased 3% and 2% respectively over 2010 according to the Year-End PetPoint Report published in January. Live release outcomes include adoptions, returns to owner, and transfers out of reporting organisations.

The increase in live release outcomes occurred despite year on year declines of 14% and 2% in cat and dog returns to owner. At the same time, euthanasia of cats and dogs declined 19% and 12% respectively while transfers of both species into and out of reporting organisations demonstrated year on year increases for the month. Returns of cats and dogs previously adopted from the same organisation increased 9% and 8% year on year in March.

“Despite the decline in returns to owner and increases in returns to shelter, the overall increase in live release outcomes demonstrates a favourable environment for the animal welfare community and a good start to the year,” says Brad Grucelski, Vice President, PetPoint Solutions at Pethealth Inc. “We see continued cooperation between groups mobilising the cat and dog populations to increase adoptions and reduce euthanasia. This movement is particularly important at this time of year as groups prepare for the seasonal spike in the North American feline population that occurs when kittens begin arriving in spring.”

The March report aggregated data from 1,004 animal welfare organisations using PetPoint. Findings were based on 134,697 intakes and 128,706 outcomes for dogs and cats that entered or left animal welfare organisations during the month. PetPoint is the most widely used animal management application in animal welfare.

For the March report, data was aggregated only from those organisations that were using PetPoint in March 2011 and March 2011. By comparing data from March 2011 to March 2011, the following can be summarized:

- Intakes of cats and dogs declined 3% and 1% respectively year on year;
- Adoptions of cats and dogs increased 5% and 10% respectively year on year;
- Euthanasia of cats and dogs declined 19% and 12% respectively year on year;
- Owner surrenders of cats and dogs declined 6% and 2% respectively year on year;
- Intakes of stray cats and dogs declined 4% and 7% respectively year on year;
- Transfers of cats and dogs into and out of reporting organisations increased 13% and 14%, and 9% and 4% respectively year on year;

- Average adoption fees for cats less than and more than 1 year old declined 3% and 4% respectively, while average fees for dogs less than 1 year old declined 3% and remained the same for dogs over 1 year.

Pethealth, the owner of the cloud-based PetPoint application, hosts the data for all its licensed users, allowing data to be aggregated in a seamless and timely fashion. Today, over 1,810 animal welfare organisations in the United States and Canada have licensed PetPoint to manage their day to day operations. Pethealth aggregates more data on dogs and cats in animal welfare organisations than any other company.

Interested organisations can subscribe to receive more detailed reports that include localized regional and state data for a monthly fee.

The full report can be accessed by visiting <http://www.petpoint.com/petpoint-report-04-15-2012.asp>. PetPoint reports are issued on the third Monday of each month, excepting statutory holidays in which case they are issued the following business day.

About PetPoint

PetPoint, first introduced in 2005, is now licensed by over 1,810 animal welfare organisations in North America and has facilitated the adoption of over 3.7 million pets. As a hosted application, animal welfare organisations 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 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 Inc.

Pethealth is a leading provider of companion animal services in North America and the United Kingdom. In addition, the Company is the leading provider of management software to North American animal welfare organizations through its cloud-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](#), [PetProtect](#), [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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