



Euthanasia of Cats and Dogs Declining According to September PetPoint Report

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

OAKVILLE, Ontario – October 18, 2011. (TSX:PTZ) Pethealth Inc.—Euthanasia of cats and dogs declined 12% and 3% respectively year on year according to the September PetPoint Report, marking the thirteenth consecutive month year on year euthanasia of cats has declined. Year on year intakes of cats have also declined steadily, particularly with respect to stray intakes which have exhibited double-digit year on year decreases in ten of the past thirteen months.

Both euthanasia and stray intakes of dogs over the same period have also declined in an almost unbroken trend, excepting year on year increases reported in May 2011.

“Among the overarching trends we’ve seen in animal welfare over the past year are declining euthanasia and declining intakes, particularly with respect to strays which have traditionally and still do account for the largest percentage of incoming dogs and cats,” says Steve Zeidman, Managing Director, PetPoint Solutions at Pethealth Inc. “This is extremely encouraging data indicating that the tireless work of animal welfare professionals to promote responsible pet ownership is paying off.”

The September report aggregated data from 921 animal welfare organizations using [PetPoint](#). Findings were based on 150,802 intakes and 147,653 outcomes for dogs and cats that entered or left animal welfare organizations during the month. PetPoint is the most widely used animal management application in animal welfare.

For the September report, data was aggregated only from those organizations that were using PetPoint in September 2010 and September 2011. By comparing data from September 2011 to September 2010, the following can be summarized:

- Euthanasia of cats and dogs declined 12% and 3% respectively year on year.
- Stray intakes of cats and dogs declined 8% and 1% respectively.
- Seizures of cats and dogs by law enforcement organizations increased 13% and 6% respectively.
- Adoptions of cats and dogs increased 5% and 2% respectively.
- Cats and dogs returned to owner increased 3% and 5% respectively.
- Returns of cats and dogs previously adopted from the same organization increased 4% and declined 1% respectively.
- Average adoption fees for cats less than 1 year remained the same but declined 7% year on year for cats over 1 year of age; average adoption fees for dogs less than and over 1 year increased 1% and declined 1% respectively.

[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 1,725 animal welfare organizations 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 organizations than any other company.

Interested organizations 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-10-17-2011.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 1,725 animal welfare organizations in North America and has facilitated the adoption of over 3.2 million pets. As a hosted 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](#) 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. 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](#), [Pet Protect](#), [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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