



For Immediate Release

Pethealth Announces Series of User-Generated Content Campaigns Powered by Brickfish™ to Promote PawsConnect, a New Social Network for Pets

Cat and Dog Lovers Show Off Their Pets to Celebrate Launch of Fur-Inspired Forum

Oakville, ON – November 19, 2007. (TSX: PTZ) Pethealth Inc. is pleased to announce a partnership with online content marketing company, Brickfish™, to power a series of user-generated content (UGC) campaigns through 2008. The campaigns will promote the launch of PawsConnect.com, a new social networking site for dog and cat owners.

“UGC campaigns will enable us to uniquely unveil PawsConnect.com to pet lovers everywhere,” said Mark Warren, president and chief executive officer of Pethealth. “The viral, peer-to-peer marketing power of UGC will serve as the perfect vehicle to propel the PawsConnect.com brand beyond our own 24PetWatch platform, which currently has approximately 1.3 million registered users. We are confident PawsConnect.com will become the pre-eminent social networking site for dog and cat owners with the engagement generated from this series of entertaining campaigns.”

Pethealth will run a series of 10 campaigns. The first campaign located at http://www.brickfish.com/politics/pawsconnect_vote?=_pawsvote and titled “Who Would Your Pet Vote For?” invites pet owners to submit a photo or video expressing their pet’s opinions on the U.S. Presidential Candidates. The campaign will run from November 15 to January 15, 2008. The second campaign, located at http://www.brickfish.com/Lifestyles/pawsconnect_look?=m_pawsoowners, is titled “Pets Who Look Like Their Owners.” This campaign will run concurrently from November 15 to December 31 and asks entrants to submit look-alike photos of themselves and their pets. Grand prize winners from both campaigns will be awarded a year’s supply of pet food. Runners up will receive a complete package of birthday treats and pet supplies delivered in a PawsConnect Birthday Bowl.

The Brickfish platform creates a powerful vehicle to reach pet owners through UGC. Brands use the Brickfish platform to launch online advertising and marketing campaigns that spark the creation of brand-focused user-generated content, such as blogs, images, video and audio. This content is shared from consumer to consumer via email, IM, and hundreds of social media sites such as MySpace, Facebook, YouTube, and more. Campaign participants are rewarded for creating, voting, reviewing and sharing content.

“UGC campaigns are a great way to introduce PawsConnect.com to potential members,” said Hyder Rabbani, vice-president sales and business development of Brickfish. “PawsConnect.com offers a unique online community that brings pet lovers together and the Brickfish platform provides an effective medium to reach them. Our campaigns reward users for sharing their favorite branded UGC across the Internet creating an opportunity for PawsConnect.com to virally reach dog and cat owners across the Web.”

About Brickfish

Brickfish™, the online marketing platform, has created a revolutionary new approach to online marketing that leverages the power of User Generated Content and social media to connect brands with consumers. Brands and agencies use the Brickfish patent-pending platform to launch online

advertising and marketing campaigns that spark the creation of brand-focused UGC, such as blogs, images, video and audio. This content is shared from consumer to consumer via email, IM, and hundreds of social media sites such as MySpace, Facebook, YouTube, and more. Campaign participants are rewarded for creating, voting, reviewing and sharing content, resulting in high-quality brand engagement. The Brickfish platform then tracks consumer interactions with this content and provides detailed analytics on campaign reach, performance and demographics. This results in a powerful viral marketing approach that has proven to be five to 10 times more effective than traditional online marketing methods such as display ads or search optimization. For more information about Brickfish, please visit www.Brickfish.com.

About Pethealth

Founded in 1999, Pethealth is the second largest provider of pet insurance to pet owners in North America, and 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, ShelterCare, CherryBlue, 24PetWatch, PetPoint, and PawsConnect. Pethealth has been named one of Canada's Fastest-Growing Companies in Profit's 100 Ranking for the last three years.

Pethealth is based in Oakville, Ontario. To find out more about Pethealth, visit our website at www.pethealthinc.com.

The TSX Exchange Inc. has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

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