

FOR IMMEDIATE RELEASE

PETLAND ENDS PUPPY SALES

(CALGARY, AB, September 9, 2011) – Effective immediately, Petland - one of Canada’s oldest and most highly respected pet stores - will begin phasing out puppy and kitten sales. The decision to withdraw from the puppy sales market reflects a fundamental change in the way consumers are sourcing and purchasing puppies, resulting in a decrease of sales within pet stores.

“Our decision to end these sales was a tough one and was based on business fundamentals,” says Robert Brissette, CEO of Petland since 1979. “Putting healthy and happy puppies into good homes has always been a core and proud part of our business, but we acknowledge the changes in the way people now shop for their pets.” Brissette points to an increase in online shopping for animals, through Kijiji and similar services as partially responsible for the decrease in puppy sales.

Brissette also outlined that because of Petland’s extensive in-store animal care program, the cost of responsibly preparing a healthy puppy for sale is higher than purchasing on-line. “We just hope that people don’t make their purchase decisions solely based on money. There is a reason why we’ve been able to continue a responsible puppy sales program and it costs a lot to do it right.”

Petland will continue their long standing tradition of helping families find their next companion through the company’s Adopt-a-Pet program and the Petland Pets for Life Foundation. Both programs seek to match homeless animals with loving, healthy homes. Petland will also continue to partner with reputable animal welfare organizations across the country.

“We are very pleased Petland will continue to help homeless animals find homes,” says Patricia Cameron, Executive Director of the Calgary Humane Society. Noting Petland’s long-time work with their charity Pets for Life, Cameron says, “Petland’s increased efforts to help adopt animals in need through store adoptions could make a significant contribution to ending animal homelessness in this city.”

“As long as there are still animals without homes,” said Cameron. “We encourage the public to adopt animals through pet stores that provide adoption space, or through reputable breeders, shelters and rescue organizations.” Cameron noted there are more than 16,000 homeless animals in Calgary each year. “Across the country there are hundreds of thousands of animals in need who require responsible, loving homes.”

“For us at Petland, this decision was about responsibly adapting to changing circumstances while staying committed to our principles and values,” said Robert Brissette.

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To speak with Mr. Brissette, please contact Agatha Slominski at aslominski@petlandsuperstores.com or by phone at (403) 835-7362.