

PET VALU INC.

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Pet Valu® donates money and supplies to Québec rescue mission

-- National pet retailer makes the largest contribution to neglected canines --

TORONTO, Sept. 27, 2011 /CNW/ - Pet Valu® Inc. (www.petvalu.com) - a specialty retailer of pet food and pet-related supplies - reaches out to help more than 500 dogs rescued in a historic seizure from a large-scale commercial breeding facility in Outaouais, Québec. The national pet retailer is donating \$20,000 toward the care of the rescued dogs. In addition to monetary support, Pet Valu is donating much-needed canned puppy food and toys. The Humane Society International/Canada (www.hsicanada.ca) - a non-profit organization that campaigns for the protection of animals and preservation of wildlife - and a team of veterinarians are working tirelessly to examine and treat the hundreds of neglected pups.

"We believe this was the largest rescue of dogs from a commercial breeding facility in Canadian history," says Rebecca Aldworth, executive director, Humane Society International/Canada. "Pet Valu has made one of the largest contributions to our efforts and we're grateful for their support because without the funding or much-needed supplies, our operation would not be possible."

"It is our responsibility as pet experts and animal advocates to support the rescue organizations and shelters that provide front-line care for rescued animals," says Julie Johnston, vice president, merchandising and marketing, Pet Valu. "We are committed to partnering with the Humane Society to give these animals a second chance, and are proud to donate \$20,000 to the operation, as well as food and toys," she adds.

The donation underscores the retailer's commitment to raise awareness about the important issue of pet abuse and promote responsible pet ownership to improve the quality of life of animals. Most recently, Pet Valu organized Pet Appreciation Weekend (PAW), a national fundraising campaign to raise money and supplies for charities including provincial Societies for the Prevention of Cruelty to Animals (SPCA), Shelters, Rescues and other pet-related organizations located in Pet Valu communities across Canada and the U.S. The month-long campaign raised more than \$250,000 in monetary and product donations.

About Humane Society International/Canada

Humane Society International/Canada is a leading force for animal protection, representing tens of thousands of members and constituents across the country. HSI Canada has active programs in companion animals, wildlife and habitat protection, marine mammal preservation and farm animal welfare. HSI Canada is proud to be a part of Humane Society International—one of the largest animal protection organizations in the world, with more than 11 million members and constituents globally—on the Web at www.hsicanada.ca.

About Pet Valu Inc.

Pet Valu Inc. is a specialty retailer of pet food and pet-related supplies, with close to 400 stores located throughout Canada and the U.S., offering more than 7,000 products, including national and premium brands of pet foods, private label pet foods and pet supplies. The Canadian stores operate under the names Pet Valu®, Pet Valu Better Pet Nutrition®, Paulmac's Pet Food®, Bosley's Pet Food Plus, Critter Cravings™, and Berry's... Your Pets Choice™. At Pet Valu, the pet experts are pet lovers too, providing advice on how to choose products tailored to the needs of your pets and effective solutions to help enrich the wonderful experience of pet companionship.

For further information:

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