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**FIDOPHARM AND THE ASPCA TEAM UP TO LAUNCH NEW PETARMOR™
OVER-THE-COUNTER FLEA AND TICK TREATMENT**

***Generic Version of Frontline Offers Increased Accessibility and Affordability to Pet Owners,
Collaboration Rallies Nationwide Support for Better Health for All Pets***

Yardley, Pa. (April 20, 2011) – Actress and singer Mandy Moore joined FidoPharm today to introduce PetArmor™, the first generic fipronil product available on retail shelves nationwide with the same active ingredients as Frontline®. To celebrate the launch, Moore, FidoPharm and the ASPCA® (American Society for the Prevention of Cruelty to Animals®) have teamed up for a national awareness campaign to highlight the importance of flea and tick treatments and other preventative pet healthcare.

Moore joined the campaign to launch PetArmor and encourage pet owners across the country to take the PetArmor Protection Pledge in support of the ASPCA, a leading animal welfare organization. The pledge underscores how products like PetArmor provide greater consumer access to affordable quality care, ensuring better health for all pets. Consumers can purchase PetArmor over the counter at significant savings.

“Together with Mandy Moore and the ASPCA, we are excited this campaign brings to life our promise of better health for all pets,” said FidoPharm President Alex Kaufman. “With PetArmor now available over the counter at local retailers, pet owners will have access to the highest quality flea and tick treatment at a price they can afford.”

Take the Pledge

The PetArmor Protection Pledge aims to create a community committed to better pet health. FidoPharm will donate \$1 (up to \$100,000 total) to the ASPCA for each pledge taken on the PetArmor Facebook page (www.facebook.com/PetArmor). Every person who pledges also receives a \$2 coupon toward a purchase of PetArmor.

“As a dog lover and someone who takes pet health very seriously, I was happy to take the PetArmor Protection Pledge and use PetArmor on my dogs to keep them safe from flea and ticks,” said Moore. “I encourage pet owners from coast to coast to make this promise and give back to the pets that bring so much joy to our families.”

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An Official Flea and Tick Treatment

Having selected PetArmor as an official flea and tick treatment, the ASPCA will use PetArmor for dogs and cats at its adoption center and clinic. Pets adopted from the ASPCA through the end of the year – including animals recovered from ASPCA disaster relief and animal rescue efforts – will also be offered PetArmor.

“Because the ASPCA and FidoPharm share a common vision that all pets deserve the best care, it was an easy choice to make PetArmor an official flea and tick sponsor,” said Elysia Howard, vice president of marketing & licensing for the ASPCA. “With the support of PetArmor, we rest assured that needy dogs and cats will receive the effective flea and tick protection they need to live healthy, happy lives.”

In addition to providing free treatment, FidoPharm is donating up to \$100,000 through the PetArmor Protection Pledge to support the ASPCA’s efforts.

Coast-to-Coast Protection

PetArmor contains fipronil, the same No. 1 vet-recommended active ingredient for combating fleas and ticks, in the same concentration, providing the same flea and tick protection as Frontline. It is the first generic fipronil product approved by the U.S. Environmental Protection Agency to treat both cats and dogs of all sizes, and comes in two products:

- PetArmor (containing fipronil) – kills fleas, ticks and chewing lice
- PetArmor Plus (containing fipronil and (S)-methoprene) – kills fleas, flea eggs, ticks and chewing lice

PetArmor is the first generic fipronil flea and tick treatment available on retail shelves nationwide. For more information about the product or to take the PetArmor Protection Pledge, visit www.PetArmor.com or www.facebook.com/PetArmor.

About FidoPharm

FidoPharm is a leading pet health products company committed to providing consumers the most affordable and effective alternative medications to veterinarian-recommended brands. FidoPharm products are available at major retailers nationwide, offering consumers the benefits of convenience and cost savings to ensure the highest quality care for their pets. Learn more at www.PetArmor.com.

About the ASPCA

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first humane organization established in the Americas and serves as the nation’s leading voice for animal welfare. One million supporters strong, the ASPCA’s mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501(c)(3) not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. The ASPCA, which is headquartered in New York City, offers a wide range of programs, including a mobile clinic outreach initiative, its own humane law enforcement team, and a groundbreaking veterinary forensics team and mobile animal CSI unit. For more information, please visit www.asPCA.org. To become a fan of the ASPCA on Facebook, go to <http://www.facebook.com/asPCA>. To follow the ASPCA on Twitter, go to <http://www.twitter.com/asPCA>.

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