



FOR IMMEDIATE RELEASE

CONTACT: Nicole Lowe
nlowe@webershandwick.com
212-537-8747

**FIDOPHARM PLEDGES MORE THAN 2,500 DOSES OF PETARMOR™
FLEA AND TICK TREATMENT TO ASPCA FOR DISASTER RELIEF**

***Promoting its Promise of Better Health for All Pets, PetArmor™ Offers Supply to
Animals Displaced By Recent String of Natural Disasters***

Yardley, Pa. (May 31, 2011) – As part of its ongoing commitment to provide better health for all pets, FidoPharm today pledged more than 2,500 doses of PetArmor™ to the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) Field Investigations and Response team. The ASPCA deployed responders will offer to treat displaced pets with PetArmor as part of their rescue efforts in areas of the Midwest and Southern United States that were recently affected by severe weather conditions.

As part of its emergency rescue operations, the ASPCA will be able to offer pet owners the option to treat rescued dogs and cats with PetArmor, the first generic flea and tick treatment available on retail shelves nationwide that contains fipronil, the same number-one active ingredient recommended by veterinarians.

The ASPCA selected PetArmor as an official flea and tick treatment, and today's donation is part of the alliance between the two organizations. Pets in the ASPCA's emergency shelters, including animals recovered from disaster relief and animal rescue efforts, are offered PetArmor.

"Often the forgotten victims of natural disasters, pets can become displaced during an emergency evacuation and face long-term and life-threatening health risks, such as flea and tick infestations, that can only be controlled with top-quality medicines," said Dr. Jorge Guerrero, adjunct professor of veterinary parasitology, School of Veterinary Medicine at the University of Pennsylvania. "The ASPCA's animal rescue efforts around the recent string of natural disasters, combined with products containing fipronil, such as PetArmor, are helping these pets get a second chance at living a healthy and happy life."

Studies reviewed by Dr. Guerrero compared the efficacy of PetArmor with Frontline®. As both PetArmor and Frontline contain the same concentration of fipronil, the studies found that PetArmor is equally as effective in protecting dogs and cats against fleas and ticks as Frontline, but at about half of the cost*.

For more information about PetArmor™, visit www.PetArmor.com or www.facebook.com/PetArmor.

About FidoPharm

FidoPharm is a leading pet health products company committed to providing consumers with best-in-class pet health products that contain the same active ingredients as branded products but at a significantly lower cost. 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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****Comparison based on all outlets.***

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