



Q: How does Petland ensure it purchases the best/healthiest puppies?

A: Petland stores are independently owned and operated, and each franchisee is responsible for choosing healthy pets offered to Petland customers. They are charged with routinely visiting local and regional facilities from which they obtain pets.

Petland, Inc. provides each Petland store with “Humane Care Guidelines” to assist with breeder facility inspections as it pertains to pet selection.

Petland, Inc. also has a constantly evolving “do-not-buy” list of breeders who internally have been determined to operate substandard facilities. This list is shared among Petland Operations staff and Petland store operators and is used to help all make informed buying decisions.

At the corporate level, Petland, Inc. is actively involved with other pet industry leaders to help assure that Petland puppies and kittens are raised in sanitary breeding facilities and are cared for by licensed pet professionals who pay careful attention to their welfare and veterinary needs. To this end, Petland:

1. Has developed relationships with professional pet distributors dedicated to improving and providing state-of-the-art pet care facilities.
2. Works with professional pet distributors and veterinarians to inspect pet breeding facilities.
3. Sends members of the Petland Operations staff to make on-site inspections, at least twice a year, of associated pet distributors’ facilities to ensure facilities and procedures are of high standards. In addition, these facilities are licensed and inspected by the federal government (USDA).
4. Requires all new Petland store operators to offer pets from Petland, Inc.- associated distributors.
5. Trains its franchisees and store employees on proper animal care techniques that must be adhered to on a daily basis in each Petland store.
6. Monitors operations at each Petland store with a team of Business Improvement Consultants who file store visitation reports with the Petland corporate office.

Q: Why do puppies in pet shops cost so much?

A: Every Petland puppy must meet high animal health and quality standards. You cannot find better, more comprehensive pet care anywhere. Petland uses in-store kennels that exceed USDA requirements and are maintained according to the highest standards.

At Petland, a veterinarian examines every puppy. Our trained Animal Care Technicians monitor the weight, temperature and feeding habits of each puppy every day. Any inconsistencies are noted and reported to the store veterinarian. Petland puppies are dewormed and vaccinated, too. And some puppies are spayed and neutered before going home. If there is any kind of health problem, Petland stands behind its Puppy and Kitten Health Warranty – which covers congenital and hereditary concerns.

Petland sends home a Puppy Resource Kit with every new puppy owner. This kit includes local canine resources as well as important pet care information. Also included is information on Petland's Enhanced Protection Program, a lost pet recovery program, as well as a DVD to help train customer's puppies in housebreaking, socialization and obedience – all key to a puppy becoming a valued family member.

With its Pets for a LifetimeSM policy, Petland is a partner for life with its customers. Should unforeseen circumstances arise in a Petland pet owner's life, causing him/her to have to give up his/her Petland pet, Petland will aid in finding the pet a new home. Petland's goal is that no Petland pet ever ends up homeless or in an animal shelter.

Maintaining such high standards comes with additional costs, but at Petland we simply do not cut corners when it comes to the health and well-being of our puppies.

The bottom line is:

Petland is a responsible company and a very safe place for puppies.

Petland is a great place for a family to select a puppy.

Q: What is Petland's response to those who claim the pet store industry is only perpetuating a problem of overpopulation and supporting the puppy mill industry?

A: Petland is a proponent of early spaying and neutering of pets (between the ages of 8 and 16 weeks) as endorsed by the American Veterinary Medical Association. Petland is committed to helping control the pet population, and Petland Pet Counselors work everyday to educate customers about being responsible pet owners. To this end:

- Petland Pet Counselors educate new puppy and kitten owners about responsible pet care through individual counseling. Some also offer their customers educational Petland brochures on spaying and neutering.

- Petland Pet Counselors also participate in cooperative programs with local veterinarians to offer customers discount incentives to spay or neuter their pet.
- Many Petland stores now offer “certificates for free spays or neuters” for Petland pets at their local consulting veterinary offices.
- Lastly, more and more Petland stores are beginning to make some already altered pets available to their customers.

Petland is as concerned as your viewers are about substandard breeding facilities. Petland believes independent studies by nonpartisan organizations would provide a more credible snapshot of the questions and answers related to unsanitary breeding facilities and their reported use by pet stores.

Petland, Inc. takes proactive measures to help ensure that its stores are not purchasing puppies from unsanitary breeding facilities. Petland, Inc. has a constantly evolving “do-not-buy” list of breeders who internally have been determined to operate substandard facilities. This list is shared among Petland Operations staff and Petland store operators and is used to help all make informed buying decisions.

Petland is the retail pet industry leader in the area of animal care with ongoing staff training programs, in-store animal care systems and community service programs aimed at placing homeless pets and curbing pet overpopulation in the community.

Our president at Petland, Inc. has met and offered Petland’s assistance to the top officials at the U.S.D.A. to help locate unlicensed puppy breeders and to help close unsanitary breeding facilities.

Over the last 40 years, Petland has advanced by developing state-of-the-art standards for its retail pet stores. In recent years, we have had veterinarians and state departments of agriculture consult with us at Petland, Inc. to help them set and help raise pet industry standards.

We feel that Petland stores do not perpetuate the problem of “overpopulation.” Only seven percent of all puppies and three percent of all kittens are purchased from all pet stores, according to the American Pet Products Manufacturers Association’s 2007-2008 National Pet Owners Survey. With only 140 stores nationwide of a reported 11,500 pet stores operating in the United States, Petland’s offering of puppies is obviously miniscule. According to the APPMA survey, 27 percent of dog owners and 43 percent of cat owners obtain a dog or cat, respectively, from a friend or a relative.

Petland is proud of its commitment to animal welfare and to the quality of its pets. The health and well-being of our pets comes first for all of us at Petland. Healthy pets are our #1 priority. The number one reason an individual becomes a Petland franchisee is his or her love of pets.

Q: Where does Petland get most of the dogs/puppies sold in your stores?

A: Petland puppies and kittens come primarily from three sources. They are:

- a.) Individuals in local communities who breed registered pets and offer occasional litters.
- b.) Licensed professional distributors who purchase registerable pets from professional breeders who are inspected and licensed by the United States Department of Agriculture.
- c.) Shelters, pet rescue groups and local individuals who offer mixed breed puppies and kittens for inclusion in Petland's Adopt-A-PetSM program. Doing so helps to lessen the burden on animal shelters and ensures that these pets will find loving, permanent homes. In this program, Petland operators use their store's highly visible locations to showcase homeless cats and dogs. During the last four years, Petland stores nationwide have placed more than 114,724 homeless puppies-dogs and kittens-cats into new homes.

Q: Is it important to purchase from local breeders?

A: Petland offers its franchisees a local puppy buying program, and each store is responsible for assigning and training one person to handle all local pet acquisitions. Local individuals are encouraged to work with Petland to help locally bred pets find good homes in the communities in which Petland does business.

Petland, Inc. has always encouraged its franchisees to visit all facilities from which they acquire puppies. Petland's Humane Care Guidelines is an excellent resource for evaluating the quality of the facility, the breeder and his/her systems.

Petland, Inc. has a list of requirements that must be met by the breeder before a Petland store operator can accept a locally bred puppy into the store's kennel. Following a strict acceptance protocol is the only way to ensure that Petland stores purchase quality locally-bred puppies. Petland's acceptance criteria for puppies includes guidelines on age, vaccinations and de-wormings, store acceptance, veterinarian acceptance and registration requirements.

Petland knows that there are many good, reputable local breeders in the communities in which Petland stores do business. In many cases, Petland stores often develop positive, long-lasting relationships with these local breeders. Petland franchisees are charged with visiting these local facilities themselves to check conditions and quality of the pets. It all comes down to the fact that Petland does not promote the purchase of puppies from substandard breeding facilities, local or not.

Q: If someone wanted to buy a puppy/young dog why shouldn't they just go to the local shelter?

A: Petland promotes and encourages people to adopt puppies and adult dogs from local humane societies, animal shelters and pet rescue organizations. There are many opportunities for a family to find a pet that makes a perfect match for their lifestyle at the local humane society, animal shelter or through a pet rescue group. The challenge is that often times pets with behavioral problems end up heavily populating the shelters – and the history, health and personality of that pet are often unknown. These pets are not always the best match, therefore not making them viable options for people who would like a pet whose age, personality, size and temperament can be better determined by a more “controlled” environment such as Petland. Different people are looking for different pets with various characteristics – and if those pets can be found at a local shelter, Petland supports such adoptions.

Also, Petland stores across the United States have close working relationships with local humane societies, animal shelters and pet rescue organizations to help place homeless pets via Petland's Adopt-A-Pet program. In the last four years, Petland stores nationwide have helped find homes for more than 114,724 homeless puppies-dogs and kittens-cats.

Q: Who is responsible for picking the puppy breeders for Petland? Is that on an individual basis or a corporate decision? Are there certain breeders that order buyers (for Petland) choose from or is that on an individual basis?

A: Please see response to Question # 1 and information provided on Petland's local puppy buying program.

Q: What can the industry do better for the future?

A: The pet industry can improve upon promoting responsible pet ownership and furthering people's knowledge of pet education. Petland believes that following through, as an industry, on those two things combined will make a difference, and could result in a decrease of pets ending up homeless or in animal shelters.

Petland knows that planning ahead for a new pet is essential for all new pet owners. However, sometimes the best planning is met with unforeseen circumstances, hindering one's ability to fulfill a lifetime promise to a Petland pet. For cases such as these, Petland has a responsible pet return policy.

The Petland Puppy Love: 48-Hour Return Policy states that within 48 hours of the purchase of a Petland puppy or kitten, Petland will gladly refund a customer's money less an administration fee.

The policy is in place to support Petland's Mission Statement of "matching the right pet with the right person and meeting the needs of both." Petland wants the match to be right for both pet and owner upon leaving a Petland store. Petland realizes that sometimes the best intentions do not work out.

Petland also has a Pets for a LifetimeSM policy aimed at seeing that no Petland pet ends up homeless or burdens an animal shelter. Petland recognizes that its customers have the best of intentions, planning to exceed their pets' basic needs with love and proper care for a lifetime. Occasionally, circumstances arise making it difficult for pet owners to keep their lifetime promises to Petland pets. In these situations, Petland store operators use their unique resources – pet-loving customers, pet counselors, veterinarians and community contacts – to help Petland pet owners with placement of Petland pets they can no longer accommodate.

Petland stores also participate in a puppy socialization program, involving staff and customers interacting with our pets to ensure their behavioral and socialization needs are met.

Petland stores also have:

- Professional canine behavior specialists from DOGstar Productions, a canine training school outside Detroit, Mich., work with Petland staff members at the store level, certifying them as trained canine behavioral specialists.
- Since Petland has puppies in its care at the time in their lives, 8 to 16 weeks, that they have been determined to learn best, the goal is to train Petland puppies, making them better pets for Petland customers. Some Petland puppies leave Petland retail stores already knowing how to respond to the commands of sit, stay and come.

Petland considers its franchisees and store staff members to be the "pet experts." At Petland, our trained pet counselors pride themselves in their knowledge of proper pet care and knowing the characteristics of various species of pets. Their goal is to help customers find pets that are best-suited to their lifestyles and then counsel new pet owners on meeting their selected pet's basic needs.

When someone comes into Petland and is interested in adding a pet to their family, our trained pet counselors talk with the prospective pet owners, taking into consideration certain factors such as a person's or family's activity level, amount of time spent at home and their leisure interests. By receiving the answers to a number of questions, Petland Pet Counselors are able to help customers choose the perfect pet. Also discussed with the

customer is the selected pet's behavioral, environmental, nutritional and maintenance needs.

Petland store operators have denied customers the right to purchase a Petland pet if the customer's stated intentions have not been in the best interest of a pet or do not positively enhance the human-animal bond.

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