



Pethealth Inc. Acquires Shelter Software Vestafy

OAKVILLE, ON – May 21, 2015 – Pethealth Inc. (“Pethealth”) a Fairfax company, is pleased to announce the acquisition of Vestafy, a workflow management software product serving the animal welfare industry, from Zeidman Technologies, LLC. The software leverages the newest technology focusing on flexibility, access, and mobility.

The creator of Vestafy, Steve Zeidman, will rejoin Pethealth as Vice President, Innovation and Research as part of the acquisition. He has an 18 year career in animal welfare, including serving as PetPoint’s Chief Software Architect and Head of Research for PetSmart Charities.

“We are happy to have Steve return to Pethealth working alongside Brad Grucelski and the PetPoint team. His years of experience and unique perspective will benefit both our company and our clients.” said Michelle Cole, Senior Vice President, Customer Success. “Adding Vestafy to our suite of products further demonstrates our long-term commitment to delivering quality products and services for our partners in the animal welfare community.”

“Vestafy was created to be customizable and shaped around what individual animal welfare organizations need and not the other way around,” said Steve Zeidman, Vice President, Innovation and Research. “As a member of a great team, I am committed to ensuring Vestafy and all Pethealth’s technology products empower our clients to focus their time and resources on our shared passion of saving lives.”

As a Fairfax company, Pethealth is firmly committed to further investment in their platforms and growing their offerings. Pethealth is based in Oakville, Ontario. To find out more, visit the website at www.pethealthinc.com.

About Pethealth

Pethealth Inc., a Fairfax company, is one of the largest providers of medical insurance for dogs and cats to pet owners, operating in the United States, Canada and the United Kingdom. In addition, Pethealth is the leading provider of management software to North American animal welfare organizations through its cloud-based application and is the leading provider of RFID Microchips to the North American companion animal industry. Pethealth offers a unique range of products and services for shelters, veterinarians, and pet owners through a number of wholly-owned subsidiaries.

About Vestafy

Vestafy is the first Workflow Management Software in for the animal welfare field. It will surpass modular management software by providing unmatched flexibility, Vestafy allows each organization to customize the screens, workflows, and reports to directly match their operational processes and procedures.

About Zeidman Technologies, LLC

Zeidtech was founded in 2014 by Steve Zeidman to transform the animal welfare field's relationship to technology and data by providing products and services that promote operational efficiency that will empower organizations to save lives. Zeidtech has built a business supporting these organization's specialized data and technology needs. This work consists of consulting and custom software development.

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