

News Release

If Your Pet Could Talk: PetSmart Launches Guide to Understanding Pets

Survey Results Show Majority of Pet Parents Don't Understand How to Read Their Pets' Behaviors

PHOENIX, AZ, Jul 29, 2009 (MARKETWIRE via COMTEX) -- How do we really know if our pets are happy and healthy when they don't speak our language?

PetSmart(R) (NASDAQ: PETM) has teamed with noted animal behaviorist Dr. Suzanne Hetts to develop an online educational guide that unlocks the mystery of everyday common behaviors of dogs and cats. "If Your Pet Could Talk" presents pet parents with ordinary situations and typical behaviors that may occur, and shows them how to better understand and respond to their pets' signals so their pets can lead healthy, happy lives.

RESOURCE AREA: If Your Pet Could Talk

According to a recent PetSmart survey, 90 percent of pet parents wish they knew what their pet was thinking. It turns out a majority of pet parents incorrectly interpret tail wagging, purring, yawning and other everyday behaviors. The survey identifies some of the most misinterpreted pet behaviors among pet parents:

- 96 percent believe that tail wagging means their dog is friendly, yet a very deliberate side-to-side tail wag is a type of threat
- 90 percent think dogs believe a hug demonstrates love, yet dogs interpret hugging as an intimidation tactic,
- And, 96 percent believe that a purring cat means a content cat, yet cats are known to also purr when they are ill or in pain, and not content

QUIZ: How well do you know your pet?

"Most pet parents today assign human interpretations to their pets' behaviors," said Dr. Hetts, a certified animal behaviorist and owner of Animal Behavior Associates. "Animals 'speak' in a different language and by understanding what their pets are really saying, pet parents can help their pets to be happy and healthy."

To begin understanding these signals, "If Your Pet Could Talk" offers pet parents an interactive quiz to test their knowledge of dog and cat behaviors, correctly interpret these behaviors with comprehensive answers and view behavioral training videos. Detailed exercises also are provided to help pet parents test their new knowledge at home with their pets, and learn firsthand how to interpret individual behaviors.

RELATIONSHIP BUILDING: Exercises to practice at home

VIDEO: Pet Behaviors

"The PetSmart guide is designed to ensure pet parents understand not only a pet's happiness but identify any potential health issues as well," said Dr. Robyn Jaynes, PetSmart veterinary and pet care expert. "Knowing that dogs may scratch often for reasons other than dry skin can help a pet parent catch a potentially more serious problem, such as skin parasites, allergies or infection."

For more information about "If Your Pet Could Talk," pet parents can visit www.pets.com.

About PetSmart

PetSmart, Inc. is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. The company operates more than 1,137 pet stores in the United States and Canada, 152 in-store PetSmart PetsHotels(R) cat and dog boarding facilities, and is a leading online provider of pet supplies and pet care information (www.petsmart.com). PetSmart provides a broad range of competitively priced pet food and pet products; and offers complete pet training, pet grooming, pet boarding, doggie day camp and pet adoption services. Since 1994, PetSmart Charities(R), Inc., an independent 501(c)(3) non-profit animal welfare organization, has funded more than \$88 million in grants and programs benefiting animal welfare organizations and, through its in-store pet adoption programs, has helped save the lives of more than 3.7 million pets.

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