



December 9, 2011

Ms. Jenn Strathman
WEWS-TV
3001 Euclid Avenue
Cleveland, Ohio 44115

Dear Ms. Strathman,

We are disappointed to be included in a lawsuit vilifying an entire product segment due to the unfortunate experiences of a small percentage of pet owners. At FidoPharm, we take the well-being of pets very seriously and are committed to their health and safety. Since its launch in April 2011, we have sold millions of doses of PetArmor and have a very low incidence of adverse events – far below 1 percent of doses sold. Additionally, for the rare instances when an allergic reaction does occur, we partner with the Animal Product Safety Service of the ASPCA to provide consumers with 24/7 access to veterinarians who can answer questions and address specific concerns.

For your background, PetArmor contains fipronil, the same No. 1 vet-recommended active ingredient in the same concentrations as Frontline, the top-selling flea and tick medication. Fipronil-based products have been used safely on pets since 1997. Additionally, independent laboratory testing has shown PetArmor to be safe and effective in accordance with the regulatory guidelines, and the U.S. Environmental Protection Agency has approved PetArmor as the first generic fipronil-based flea and tick product to treat both dogs and cats. As with all medications, consumers should carefully follow dosage and usage instructions that are included with each package.

At FidoPharm, we are passionate about improving overall pet health by bringing quality generic pet health products to the market to increase both access to and affordability of the most effective and proven medications. We will vigorously defend PetArmor against this frivolous lawsuit and will continue to provide pets and pet owners with options for safe, effective, affordable and convenient flea and tick treatment.

Best Regards,

Alex Kaufman
CEO
FidoPharm, Inc.