

Share of Purchases by Channel

| Channel | Total Purchases | Purchases for Dogs | Purchases for Cats | Purchases for Flea, Tick, and Mite Ailments |
|----------------|-----------------|--------------------|--------------------|---------------------------------------------|
| Veterinarian | 63% | 65% | 57% | 40% |
| Discount Store | 11% | 10% | 14% | 22% |
| Pet Store | 9% | 8% | 10% | 15% |
| Grocery Store | 6% | 6% | 8% | 11% |
| Drug Store | 4% | 4% | 5% | 2% |
| Online | 2% | 3% | 1% | 4% |
| Other | 5% | 5% | 5% | 6% |



Source: Ipsos Pet Trends, January 2004-March 2004
Copyright Ipsos-Insight 2004

Share of Purchases by Ailment Category

| Channel | Total Purchases | Purchased from Veterinarian | Purchased Online |
|------------------------------------------|-----------------|-----------------------------|------------------|
| External Parasites (fleas, ticks, mites) | 21% | 13% | 35% |
| Heartworm | 10% | 14% | 17% |
| Arthritis & Pain | 8% | 8% | 16% |
| Skin & Coat | 5% | 3% | 5% |
| Dental | 2% | 2% | 2% |
| Ear Conditions | 6% | 7% | 1% |
| Allergies | 3% | 3% | 1% |
| Antibiotics | 5% | 7% | 1% |
| Gastrointestinal (non-parasite) | 4% | 4% | 1% |
| Urinary Tract | 3% | 4% | 0% |
| Deworming | 3% | 2% | 1% |
| All Other | 30% | 33% | 20% |



Source: Ipsos Pet Trends, January 2004-March 2004
Copyright Ipsos-Insight 2004