



For Immediate Release
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Pet Valu and Bosley's launch in-store event tour with Dog Whisperer, Cesar Millan
--National tour supported by contests, brand activation and social media--

Toronto, ON. Pet Valu Inc. (www.petvalu.com) is pleased to announce the “Unleash Your Pack Power” special event tour featuring internationally renowned spokesperson and Dog Whisperer, Cesar Millan. Millan (www.cesarsway.com) is in Canada for his first Canadian tour to meet with fans and their dogs.

The national tour includes a series of in-store visits in key markets, including a Pet Valu location in Toronto on October 31st, one in Calgary on November 7th and one in Winnipeg on November 15th, and two Bosley's locations with one in Victoria, B.C. on October 25th and one in Richmond, B.C. on November 11th. At each “Unleash Your Pack Power” event, Millan will sign autographs and copies of his new book, *Cesar's Rules*, have his photo taken with fans and pets, and magazines and DVDs available for purchase. The tour's in-store contests include a chance for Toronto and Calgary fans to win one of the first 25 spots in line to meet Millan, while fans in Richmond and Victoria have the chance to win a Bosley's \$250 gift card by being one of the first 100 people in line. At events in Toronto and Calgary, a draw will be held for a pair of VIP tickets to the “Cesar Millan LIVE” show that visits both cities in November. There will also be a draw at all five events for a Pet Valu or Bosley's \$250 gift certificate.

In-store events will be supported by onsite brand activation comprised of giveaways, including branded toys and treats for dogs at all events, with Bosleys events offering additional branded bandanas for pets and ponchos for dog owners, among other items. Online tour support includes a Facebook fan page (<http://www.facebook.com/petvalu?v=info>) and tour campaign presence on the Pet Valu and Bosley's websites (www.petvalu.com, www.bosleys.com). The campaign also includes direct mail and print advertising in the Toronto Star, The Globe and Mail, the Calgary Herald and the Winnipeg Free Press.

“We’re excited to partner with Cesar for this tour, which communicates that Pet Valu is a resource for pet care and nutrition solutions and these in-store events are fun, engaging brand experiences for consumers,” said Julie Johnston, vice president, marketing, Pet Valu. “Pet Valu is committed to animal welfare and providing the best products, services and expert information to customers and their pets,” she added.

All direct mail and advertising is handled in-house, brand activation is by Brand Momentum and public relations is by The Siren Group Inc., all of Toronto.

About Cesar Millan

Cesar Millan is a best-selling author and star of the hit TV show *Dog Whisperer with Cesar Millan*, airing in over 100 countries. He is president of the Cesar Millan Foundation, a non-profit organization that is credited with re-homing and rehabilitating thousands of dogs across the world, and is the most recognized and sought-after authority working in the field of dog care and rehabilitation.

About Pet Valu Inc.

Pet Valu Inc. is a specialty retailer of pet food and pet-related supplies, with stores located throughout Ontario, Manitoba, Alberta, Maryland, Virginia, Pennsylvania and New Jersey. As of September 2009, it had more than 350 stores. The Canadian stores operate under the names Pet Valu®, Pet Valu Better Pet Nutrition®, Paulmac’s Pet Food®, Bosley’s, Critter Cravings™, and Berry’s... Your Pets Choice™ and together comprise the largest retail operation in Canada dedicated to the sale of food and supplies for dogs, cats, caged birds, wild birds, fish and small animals. Pet Valu Inc. offers more than 7,000 products, including national and premium brands of pet foods, private label pet foods and pet supplies, purchased more than 200 suppliers in 11 countries.

To RSVP to an in-store event, for more information, visuals or to arrange an interview with a Pet Valu spokesperson, please contact Susan Willemsen, Danika Lochhead or Daliah Hijazi at The Siren Group Inc. Tel: (416) 461-5270. Fax: (416) 778-9047. E-mail: daliah@thesirengroup.com or www.thesirengroup.com.