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## **PET VALU COMPLETES ACQUISITION OF 15 BERRYS...YOUR PETSCHOICE STORES**

Markham, Ontario, September 9, 2008. Pet Valu, Inc, a specialty retailer of pet food and pet-related supplies, announced today that its Canadian operating company, Pet Valu Canada Inc., has completed its acquisition of the shares of the companies operating 15 Berrys...Your PetsChoice stores.

The newly acquired stores are located throughout eastern Ontario in the following locations: Alexandria, Amherstview, Brockville, Carleton Place, Kemptville, Ottawa, Pembroke, Picton, Prescott, Rockland and Winchester and there are two acquired stores in each of Cornwall and Kingston.

Pet Valu plans to continue to offer the range of nutritious and wellness-focused products, which current customers enjoy, as well as enhancing the Berrys' line-up with new products.

The addition of these 15 stores expands Pet Valu's presence in Ontario and offers greater efficiencies, more product variety, and other benefits, which can be passed on to the Berrys' stores and their customers.

The purchase price of C\$2.4 million was financed using Pet Valu's existing bank operating line. Anticipated operating synergies are expected to incrementally contribute an approximate C\$600,000 to Pet Valu's consolidated earnings before interest, taxes, depreciation and amortization ("EBITDA")<sup>1</sup> during the first 12 months of inclusion within the Pet Valu group of stores.

Pet Valu will now operate a total of 354 company-owned and franchised pet food and pet-related supply specialty stores in Canada and the United States under the PET VALU<sup>®</sup>, PET VALU BETTER PET NUTRITION<sup>®</sup>, PAULMAC'S PET FOOD<sup>®</sup>, BERRYS...YOUR PETSCHOICE<sup>™</sup> and CRITTER CRAVINGS<sup>™</sup> names.

### **FORWARD-LOOKING STATEMENTS:**

Certain information in this news release is forward-looking and is subject to important risks and uncertainties. Forward-looking information includes information concerning Pet Valu's future financial performance, business strategy, plans, goals, objectives, business prospects and opportunities. The forward-looking information reflects predictions and does not in any way reflect a guarantee. Factors which could cause actual results or events to differ materially from current expectations include, among other things: the ability of Pet Valu to successfully implement its strategic initiatives and whether such strategic initiatives will yield the expected benefits; competitive conditions in the businesses in which Pet Valu participates; changes in consumer spending; the outcome of legal proceedings as they arise; general economic conditions and normal business uncertainty; the availability of suitable store locations; customer preferences

towards product offerings; adverse climate changes; the occurrence of a pandemic or other catastrophic event which could create shortages of labour, products or services required to operate the business profitably; fluctuations in foreign currency exchange rates; changes in Pet Valu's relationship with its merchandise and service suppliers; interest rate fluctuations and other changes in borrowing costs; and changes in laws, rules and regulations applicable to Pet Valu or the markets in which Pet Valu operates. Pet Valu cautions that this is not an exhaustive list of factors that may affect the forward-looking information in this news release. Potential investors and readers are urged to give careful consideration to all of these factors in evaluating any forward-looking information and are cautioned not to place undue reliance on such information. While Pet Valu believes that its forecasts and assumptions are reasonable, results or events predicted in this forward-looking information may differ materially from actual results or events.

#### CORPORATE PROFILE:

Pet Valu is a specialty retailer of pet food and pet-related supplies operating company-owned and franchised locations in Canada and the U.S. The TSX stock symbol for Pet Valu Canada Inc., Pet Valu, Inc.'s publicly traded Canadian operating subsidiary, is PVC.

<sup>1</sup>Note: EBITDA is not a recognized measure under GAAP. As this measure does not have a standardized meaning prescribed by GAAP, Pet Valu's method of calculating EBITDA may differ from other companies. Pet Valu believes that EBITDA is a useful supplemental measure as it provides investors with an indication of cash available prior to debt service, capital expenditures and income taxes.

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