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PET VALU TO HOLD INVESTOR CONFERENCE CALL ON AUGUST 9, 2007 AT 10 A.M. (EDT)

Markham, Ontario, August 1, 2007. Pet Valu, Inc. will be announcing its second quarter financial results for fiscal 2007 following a meeting of its Board of Directors on August 7, 2007. It expects the announcement will be made in the early evening on that date.

It will then host a live conference call on August 9, 2007 at 10:00 a.m. (EDT) to discuss these financial results and to answer questions from participants concerning same. The discussion will be led by the Company's Chief Executive Officer, Geoffrey Holt and its Chief Financial Officer, Dale Winkworth. To access via tele-conference please dial 416-642-5212, if calling within the Greater Toronto Area, and toll free at 1-866-321-6651, if calling outside the GTA. A playback of the event will be made available for seven days after the event. To access the playback of the event, please dial 416-915-1028 along with the passcode number of 351731, if calling within the GTA, and toll free at 1-866-244-4494 (along with passcode) if outside the GTA.

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.

For further information, please contact:
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