



## Petco Expands to Canada through New Partnership with Canadian Tire

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### Exclusive collaboration brings Petco's brand, products and expertise to pet parents in Canada

SAN DIEGO, Aug. 7, 2018 /PRNewswire/ -- Petco announced today an expansion into the Canadian market through an exclusive partnership with Canada-based retailer [Canadian Tire](#). The collaboration enables Canadian Tire to make Petco's assortment of food, treats, supplies and accessories available to pet parents in Canada, both online and in stores.



"As a leader in providing pet parents with everything they need to live healthy, happy lives with their pets, we're thrilled to partner with another retail leader to bring the history and quality of the Petco brand to pet parents in Canada," said Rebecca Frechette, EVP and chief merchandising officer at Petco. "We believe our deep expertise in pet specialty, combined with Canadian Tire's retail reach in a thriving pet market is a powerful combination that will drive future growth for both brands. We're thrilled about the upcoming launch and looking forward to growing and building on our partnership well into the future."

Beginning in August, Canadian Tire shoppers will have access to Petco's own WholeHearted brand – a premium pet food line that makes superior nutrition affordable and accessible to more pet parents. Additional Petco products will be added to Canadian Tire's pet department in September.

"We know how important pets are to Canadian families so we're thrilled to bring Petco's offerings to Canadian Tire, where 65 percent of our customers are pet parents," said Greg Hicks, President, Canadian Tire Retail. "Petco's legacy as a global leader in pet products heightens the credibility of our suite of pet offerings, allowing us to strengthen an important category and expand our marketplace."

For more information on Petco, visit [petco.com](#). For more information on Canadian Tire, visit [canadiantire.ca](#).

### About Petco and the Petco Foundation

Petco is a leading pet specialty retailer with more than 50 years of service to pet parents. Everything we do is guided by our vision for Healthier Pets. Happier People. Better World. We operate more than 1,500 Petco and Unleashed by Petco locations across the U.S., Mexico and Puerto Rico; prescription services and pet supplies from the leading veterinary-operated pet product supplier, [Drs. Foster & Smith](#); complete pet care services and veterinary advice through [PetCoach](#); and [petco.com](#). The [Petco Foundation](#), an independent nonprofit organization, has invested more than \$200 million since it was created in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.

### About Canadian Tire Corporation

Canadian Tire Corporation, Limited, (TSX:CTC.A) (TSX:CTC) or "CTC," is a family of businesses that includes a Retail segment, a Financial Services division and CT REIT. Our retail business is led by Canadian Tire, which was founded in 1922 and provides Canadians with products for life in Canada across its Living, Playing, Fixing, Automotive and Seasonal & Gardening divisions. PartSource and Gas+ are key parts of the Canadian Tire network. The Retail segment also includes Mark's, a leading source for casual and industrial wear, and FGL Sports (Sport Chek, Hockey Experts, Sports Experts, Sports Rousseau, L'Entrepôt du Hockey, National Sports, Intersport, Pro Hockey Life and Atmosphere), which offers the best active wear brands. The approximately 1,700 retail and gasoline outlets are supported and strengthened by our Financial Services division and the tens of thousands of people employed across the country by the Company and its local dealers, franchisees and petroleum retailers. For more information, visit [Corp.CanadianTire.ca](#).

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