VITAL CARE

Vital Care is a revolutionary health and wellness membership program for all species of pets. The program unlocks the best of Petco's health and wellness offerings through its free membership tier, "Vital Care Core," and paid membership tier, "Vital Care Premier."

Vital Care Core members can earn points on every purchase, from wellness services to products. They can also unlock a free eighth dog groom, making it easier to provide pets with routine care. Through Vital Care Core, pet parents have access to tools and resources like a membership dashboard on petco.com and in the Petco app that helps pet parents stay up to date with their pets' care plan, as a well as a monthly wellness checklist.

Pet parents can upgrade to Vital Care Premier to help them save and make the most of every health and wellness resource Petco offers, from skilled groomers, compassionate veterinarians and knowledgeable associates to savings on nutrition, grooming, litter and supplies.

At $24.99 per month for dogs and cats and $9.99 per month for birds, reptiles, fish and small pets, Vital Care Premier makes it easier and more affordable to care for pets' whole health. For both a healthier pet and healthier budget, the program sits at the intersection of value and loyalty and provides pet parents with a seamless connection to Petco's differentiated merchandise and services offerings across its unique health and wellness omnichannel ecosystem.

Vital Care Premier members also receive a one-time-use $30 off coupon, issued twice a year, for pet boarding, dog walking, or pet sitting services on rover.com.

Additionally, the Vital Care Premier affiliate program makes the membership's routine care accessible to even more pet parents by extending exclusive benefits and discounts to its affiliate partners' employees and customers. The affiliate program includes the San Diego Padres, Companion Protect and Central Garden & Pet. In addition, Petco has teamed up with Hill's Pet Nutrition, which supports shelters through its Food, Shelter & Love program, to offer exclusive Vital Care Premier benefits and discounts to shelters across the country such as Jacksonville Humane Society, Oklahoma Humane Society, Brandywine SPCA, Baltimore Animal Rescue & Care Shelter and Friends of Pima Animal Care Center, with the goal to provide post-adoption support and ensure pets stay in their loving homes. If you and your business are interested in participating in Petco's Vital Care Shelter Affiliate program, please reach out at VitalCare@petco.com.

For more information about Vital Care, visit petco.com/vitalcare.

MEDIA CONTACTS

Yvonne Tarrab, (858) 453-7845 x223256 or yvonne.tarrab@petco.com
Ventura Olvera, (858) 453-7845 x222820 or ventura.olvera@petco.com

Petco is the first national pet specialty retailer to offer this type of comprehensive wellness program at scale. Pet parents can enroll their bird, reptile, fish or small animal into Vital Care Premier for $9.99 per month per pet type.

Existing Vital Care Premier members with dogs and cats can also add a bird, reptile, fish or small animal to their plan and save an addition $2 per month per pet plan.

Benefits of a Vital Care Premier membership with an annual commitment include:

- Vital Care Rewards every month ($5 for small pet plans; $15 for dog or cat plans)
- Discount on nutrition* (10% off dog or cat nutrition; 15% off small pet nutrition, including dry, live, fresh or frozen)
- Unlimited routine veterinary exams at Vetco Total Care or $20 Vital Care Rewards for each routine vet exam outside of Petco, up to twice a year
- 15% off small pet, bird, reptile and fish supplies*
- 20% off grooming* for dogs or 20% off litter for cats
- $2 membership discount per pet type, per month
- Pet parents can save 20% on dog and cat plans when opting into a one-time annual payment

**Exclusions may apply. For more details on Vital Care, visit petco.com/vitalcare.*