



● Per Ardua ad Astra ●

'Through ambition to the stars'

Core Values

V 3.2 – November 15, 2006

Our dream has always been to build a great company, a company that will prosper, a company that will endure into the future further than we ourselves can see.

Since our founding in 2000, the launch of the PetLynx prototype in 2002, the completion of beta tests in 2004, the commencement of beta operations in 2005, and, the company wide integration of AGILE methodology and the launch of commercial operations in 2006, we have made progress towards this goal.

We have gained the support of and partnered with, many animal related businesses across North America. Although several principles have contributed to success, there are those that stand above all others:

- **Our dedication to understand the industry**
- **Our discipline to create a unique business plan**
- **Our insistence on building an automated recovery system**
- **Our commitment to community animal management**
- **Our deliberate provision of universal access for responsible pet families**
- **Our commitment to a user pay model**
- **Our ordered approach to market development**
- **Our pledge to communicate with each stakeholder**
- **Our focus on execution**

A unique culture and system of values has evolved to set us apart from others who would aspire to service this industry. Who we are and what we do is defined by core values which we have committed to writing and regular review. And, they apply to each and every one of us, regardless of our position, terms of engagement or title.

Times change and we will change with them. However, our core values will endure. It is these values that have taken us to where we are today, and we are confident they will take us into the future.

Together, we are realizing our dream of building a great company that provides each of us with great pride, a sense of achievement and self-worth.

15 November 2006

Larry R. Evans
President & CEO

Nicholas F. Gnida
Chairman of the Board

We recognize four distinct stakeholders and hold them in high esteem:

Our **Shareholders**, who provide capital and deserve a good return on their investment;

Our **Clients**, who are partners in service and depend upon us to satisfy the needs of their patrons;

Our **Vendors & Strategic Allies**, who by providing their contributions assist us to keep our promise to clients; and,

Our **Human Resources**, who by enthusiasm and tenacious effort create a great work environment as well as the means to achieve our vision.

Shareholders provide the patient capital we require to develop our vision into a profitable business. They in turn receive our commitment to crystallize shareholder values.

The shareholders of PetLynx Corporation are honoured, for they accepted our vision and before we were able to prove success, acted in faith, believing in our ability to deliver these promises and entrusted us with their hard earned dollars. We make four promises to each of our shareholders:

Our **first** promise is to crystallize the value of their shares by our determined effort to execute the business plan, by evolving the vision and by overcoming the challenges of the market.

Our **second** promise is to operate the company in such a way that we generate profits and can pay a dividend to our shareholders.

Our **third** promise is to provide opportunities for the return of their capital once it is no longer required by the company.

Our **final** promise is to keep shareholders informed, whether it is an achievement we celebrate or a challenge we must face, with forthright and honest communications.

People of the Lynx honour the faith and commitment of shareholders with performance and honest communications.

Clients depend upon our services to meet the needs of their patrons - that's why a client's problem takes precedence.

The agencies and businesses we serve provide important services to pet owners who depend upon them. When our clients have a problem, however minor, it may cause their patron to lose confidence or an animal to be lost.

Such situations demand that we have only one priority – to solve a problem immediately. This sounds obvious. And it should. We are all responsible for bringing problems to a rapid conclusion. Any matter requiring the help of a higher authority must be brought to that authority immediately.

We also demand this commitment to solving problems from our Vendors and Strategic Allies.

Doing whatever it takes means just that. The interests of our Clients, pet owners and pets come before other interests, including ours. Not just now, but always!

People of the Lynx do whatever it takes.

Clients who are satisfied, contribute to our success with positive referrals and profitable dealings.

Our goal is to earn the respect and confidence of our clients so we can help them meet their objectives. As this occurs we will also prosper.

Our clients expect us to know their industry and to help them create better solutions for the animals and animal owners they serve. They expect us to strive toward common goals like eliminating the needless euthanasia of adoptable animals. They expect us to support their communities with programs that promote responsible pet families, community wide animal management and automation that can reunite lost pets with their families.

Our success depends upon the pet community trusting us. To trust us, they must come to know us. To know us, they must communicate with us. We want clients to enjoy communicating with us and to feel that we are partners working for a common good in their community.

Moreover, this focus of satisfying the expectation of our clients is true for everyone in the company. Each client deserves a pleasant welcome, a prompt reply to a request and a genuine expression of thanks for the support they give PetLynx Corporation.

People of the Lynx own client satisfaction on an individual basis.

Vendors and strategic allies assist us to provide service and execute our business plan.

Many of the services we provide require skills and infrastructure that is not core to our business. Logistical support, call centres, IT infrastructure, telecommunications and internet connectivity are important examples of areas that have either been commoditized or are not core competencies that we wish to have on board. In these areas, we require vendors and strategic allies with the commitment and understanding to provide the levels of service we have promised our clients.

Vendors and strategic allies must have specific knowledge about how they contribute to our success. Although we wish to be prudent when it comes to a cost, we will acquire the level of service and the professional approach that is appropriate for our business even if it means purchasing a little higher in the value chain. Our service agreements will endeavour to capture our intrinsic business goals as well as the specific responsibilities that will be undertaken.

Our vendors and strategic allies must communicate openly, must contribute to innovating better solutions and must be unequivocal in their response to needs or challenges that arise in our business.

Finally, our vendors and strategic allies should exhibit similar values in all of their dealings and contribute to our industry presence and reputation. Where possible our vendors and strategic allies should also participate in our success with opportunities to become shareholders.

People of the Lynx engage complimentary vendors and allies to deliver non-core services.

The industry sees a professional and cooperative co-participant that is respectful in every manner.

The old adage that 'we have two ears and one mouth', is engraved in our minds. We are good listeners. Even when its tough not to provide our opinion or declare our interest above the cacophony of voices around us.

We understand that our job is to serve the industry and to do this efficiently we must hear and understand needs, expectations and complaints - even when many are silent!

Our business is a magnificent business – linking pets and people. Our job is to outline our wonderful vision, engender a call to action from industry, provide service to our clients and grow our company – end of story.

We have respect for others in the industry and the good work they do in helping pet owners become more responsible, in saving the lives of pets and in improving the quality of life for animals as well as animal owners.

Gossiping about or denigrating others in the industry is the stuff of insecurity. PetLynx is known for taking the high road, for commending and supporting those within the industry. We are a class act. We strive to be held in high esteem by all.

People of the Lynx listen and respect their colleagues in industry.

We communicate openly, readily and show respect to our colleagues.

At PetLynx Corporation the office doors are always open, the phones always answered and an email gets an immediate response. The message this sends is that we are available in this 'new economy' which values access.

Our greatest resource is an enthusiastic, intellectually active work force - a group of highly motivated individuals who like to talk to clients and each other. Even as we become a larger company, with few exceptions, everyone must be available.

We enjoy our success, we enjoy our work and we respect each other. Disagreements and debate are expected and desired. This is healthy. However, there is no place in our company for a discourteous tone or bad manners. Moreover, if we notice politics or uncivil behaviour, it's important for each of us to declare that we do not tolerate this behaviour at PetLynx.

The business environment is tough and competitive so we will not waste energy or time on negative behaviours. We respect each other and we respect our clients, vendors, strategic allies and competitors.

People of the Lynx are open, honest and accessible but they do not tolerate disrespect.

We allow colleagues to make mistakes, but protect our reputation.

On occasion we all make mistakes. In fact, no mistakes may be an indication we are not stretching beyond known borders or accepting the acceleration required in business today.

However, when we make mistakes, it's important to learn from mistakes, to ask forgiveness when it's required and to move on. And it is infinitely more important to understand how to avoid the same mistake in the future than it is to lay blame at the feet of a colleague.

Although we will tolerate a mistake, we do not tolerate the same mistake. A repeated mistake either shows carelessness or a lack of ability.

We are committed to making PetLynx the standard of the industry in connection with execution, business ethics and personal integrity. Therefore, even when telling the truth is tough, we will still tell it.

We follow the letter and the spirit of the laws across Canada that speak to our conduct and business. Knowingly breaking the law or committing an unethical act in the course of carrying out business is cause for consequence that may include immediate dismissal.

We will never place success or financial gain above ethics, lawful behaviour and good corporate citizenship. Our insistence on these issues of ethics and integrity is unyielding.

People of the Lynx have integrity and allow colleagues who make a mistake to say they are sorry and move on.

We dress appropriately and we have fun, but we maintain a professional work environment.

At PetLynx Corporation some of us feel best in a tie and jacket, or golf shirts and cargo pants, or shorts and sandals. What we wear is associated with the world of animals. Don't be surprised if we have kitty hair or paw prints on our shirt. These are but indications of a comfortable and successful day. We may have stopped to smell the roses, the coffee or maybe to comfort an animal. These are all good things.

We recognize comfort is most valuable in our business - so our commitment is a simple one – we will be comfortable, neat and tidy. And, we will reflect our enthusiasm for building a great company with appropriate inflection in the way we hold ourselves out to the general public.

While we maintain dignity and professionalism in our work environment, this does not mean a work place that is dull and sombre. There is plenty of enthusiastic conversation and camaraderie amongst our team. There is laughter, teasing and the enjoyment of humour across the entire bandwidth of human expression.

The PetLynx team reflects a cross section of mankind, which extends across a wide breadth of personal experience, from deep-rooted religious conviction, to those who are mystical in their search for life's meaning and those epicureans who only delight in the pleasures of life. All are respected. All find a common purpose and enjoyment at PetLynx. This is as it should be.

People of the Lynx dress appropriately and have fun, but are sensitive to others and dedicated to excellence.

We act as owners, not as employees or contractors. We place company interests above group or individual interests.

All PetLynx employees and contractors are provided with opportunities to become shareholders. With ownership comes responsibility. This means we are careful with our spending and vigilant for ways to conserve and stretch our resources

In addition to earning our remuneration, we also want to increase our personal wealth by growing the value of shares. As owners, we feel a sense of collective pride and responsibility toward the company we own. We act like owners, because we are.

Many of those on the PetLynx team are achievement oriented and well known for personal success. For this reason it is sometimes necessary to align these natural abilities and forces with the broader interests of the company.

It's about putting the needs of the company first and not dissipating our energies in negative behaviour. Together we will focus on the goal of serving our clients and building a great company.

People of the Lynx are owners who place the company ahead of their personal interests.

About the Future.

Exactly what challenges we will encounter no one can say.

However, a spirit of tremendous optimism envelopes our company, and we are confident that if we continue to respect our values, that spirit will support and maintain us even through the difficult passages.

We learn from each other. We help each other. We depend on each other and we move resolutely upward and onward together.

Each day we see ourselves building a legacy to leave to those who come behind us. We recognize this is a sacred trust. We are confident about the future of our time - and their time to come.

Our motto is 'Per Ardua ad Astra', which, being interpreted, is to say:

'through ambition to the stars'

People of the Lynx have an exciting and confident future.

