

PETMED EXPRESS INC  
Form 4  
October 08, 2009

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
ROSENBLOOM BRUCE S

(Last) (First) (Middle)

1441 S.W. 29TH AVENUE

(Street)

POMPANO BEACH, FL 33069

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
PETMED EXPRESS INC [PETS]

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/06/2009

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
CHIEF FINANCIAL OFFICER

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount or Price   |  |                                   |
| Common Stock                    | 10/06/2009                           |  | X                              |   | 1,500<br>(1)  | A  | \$ 6.6 24,750 D                   |
| Common Stock                    | 10/06/2009                           |  | S                              |   | 1,500<br>(1)  | D  | \$ 19.5 23,350 D                  |
| Common Stock                    | 10/07/2009                           |  | X                              |   | 1,500<br>(1)  | A  | \$ 6.6 24,750 D                   |
| Common Stock                    | 10/07/2009                           |  | S                              |   | 1,500<br>(1)  | D  | \$ 19.75 23,350 D                 |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3)           | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Option to Purchase PetMed Express, Inc. Common Stock | \$ 6.6   | 10/06/2009                           |  | M                              | 1,500<br><u>(1)</u>   | 05/20/2008 05/20/2011                                    | Common Stock  | 1,500                         |
| Option to Purchase PetMed Express, Inc. Common Stock | \$ 6.6   | 10/07/2009                           |  | M                              | 1,500<br><u>(1)</u>   | 05/20/2008 05/20/2011                                    | Common Stock  | 1,500                         |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                         |       |
|--|---------------|-----------|-------------------------|-------|
|  | Director      | 10% Owner | Officer                 | Other |
| ROSENBLOOM BRUCE S<br>1441 S.W. 29TH AVENUE<br>POMPANO BEACH, FL 33069 |               |           | CHIEF FINANCIAL OFFICER |       |

## Signatures

/s/ Bruce S.  
Rosenbloom 10/08/2009

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The reported transactions are pursuant to a pre-arranged structured sales plan that is in accordance with both the Securities and Exchange Commission's Rule 10b5-1 and the PetMed Express, Inc. insider trading policy.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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