

PETMED EXPRESS INC  
Form 4  
October 24, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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)  
10/23/2008

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 (A) or Price (D)   |  |                                   |
| Common Stock                    | 10/23/2008                           |  | X                              |   | 2,500 (1) A \$ 6.6  | 18,934   | D                                 |
| Common Stock                    | 10/23/2008                           |  | S                              |   | 2,500 (1) D \$ 16.5   | 16,434   | D                                 |
| Common Stock                    | 10/23/2008                           |  | X                              |   | 1,667 (1) A \$ 6.6  | 18,101   | D                                 |
| Common Stock                    | 10/23/2008                           |  | S                              |   | 1,667 (1) D \$ 16.75  | 16,434   | D                                 |
| Common Stock                    | 10/23/2008                           |  | X                              |   | 833 (1) A \$ 8.9  | 17,267   | D                                 |

Edgar Filing: PETMED EXPRESS INC - Form 4

|              |            |   |                      |   |          |        |   |
|--------------|------------|---|----------------------|---|----------|--------|---|
| Common Stock | 10/23/2008 | S | 833 <sup>(1)</sup>   | D | \$ 16.75 | 16,434 | D |
| Common Stock | 10/23/2008 | X | 5,167 <sup>(1)</sup> | A | \$ 8.9   | 21,601 | D |
| Common Stock | 10/23/2008 | S | 5,167 <sup>(1)</sup> | D | \$ 17    | 16,434 | D |

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(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 |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                         | Amount or Number of Shares |
| Option to Purchase PetMed Express, Inc. Common Stock | \$ 6.6   | 10/23/2008                           |  | M                              | 4,167 <sup>(1)</sup>  | 06/13/2006 06/13/2009                                    | Common Stock  | 4,167                         |                            |
| Option to Purchase PetMed Express, Inc. Common Stock | \$ 8.9   | 10/23/2008                           |  | M                              | 6,000 <sup>(1)</sup>  | 05/20/2006 05/20/2009                                    | Common Stock  | 6,000                         |                            |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
|                                | Director      | 10% Owner | Officer | Other |

ROSENBLOOM BRUCE S  
1441 S.W. 29TH AVENUE  
POMPANO BEACH, FL 33069

CHIEF FINANCIAL OFFICER

## Signatures

/s/ Bruce S.

Rosenbloom

10/24/2008

  \*\*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.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.