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CONTACT: Linda Willey

Animalytix LLC

410.677.3214

info@animalytix.net

<http://www.animalytix.net/>

Kansas City, MO, February 2014

Animalytix 3rd Annual Senior Executive Forum Draws Record Crowds

Animalytix LLC sponsored its third annual Senior Executive Forum at the Western Veterinary Conference February 17, 2014. More than 120 senior executives from the leading animal health manufacturing and distribution companies attended the event held at the Four Seasons Hotel in Las Vegas. Featured speakers included George Henriques, President of Patterson Veterinary who shared insights into Patterson's vision for the future of animal health distribution and Brad Holen, Director of Commercial operations, Animalytix LLC, who highlighted key developments in the Animalytix services portfolio.

Scott Bormann, Chairman, KC Animal Health Corridor & VP North America Operations, Merck Animal Health spoke briefly about the Corridor and its mission before introducing the keynote speaker, Jan Lambregts, Global Head of Financial Markets Research, Rabobank International who addressed domestic and macroeconomic issues and potential implications for the US animal health industry. Animalytix expressed special thanks to the KC Animal Health Corridor for their sponsorship of the event.

About Animalytix LLC

Animalytix, through its partnership with the leading US animal health distribution companies, is unique in its ability to provide actionable commercial insight to manufacturers, investors, lenders and financial analysts with an interest in this dynamic and expanding market. Animalytix currently publishes more than 30 monthly market surveys reflecting sales of pharmaceuticals, vaccines, nutraceuticals and veterinary supplies for use in pets, horses, swine and cattle totaling \$6.5 billion in sales revenues on an annual basis. The monthly surveys provide sales trending insights for more than 8,000 products sourced from more than 500 manufacturers. For more information, please contact: info@animalytix.net, or visit: www.animalytix.net.