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### **Animalytix announces Holen as Director of Commercial Operations**

Animalytix LLC is pleased to announce Brad Holen has joined the company as Director of Commercial Operations. Holen has a diverse animal health background with more than 20 years of industry experience in a variety of sales, marketing and executive management roles. He began his career as a Production Animal and Companion Animal Territory Representative with Syntex Animal Health and later moved on to positions with Merck AgVet and Merial. Holen progressed through several positions of increasing responsibility and leadership including National Accounts Management, Sales Training, Product and Brand Management, New Product and Business Development, Sales Management and most recently as Director of National Accounts and Distribution.

Chris Ragland, CEO of Animalytix, noted Holen's background was a great fit for a start-up market insight company like Animalytix "Brad brings both an extensive animal health pedigree and a unique Entrepreneurial and Small Business perspective to Animalytix. His analytical approach combined with his practical and hands on business experience in Farming, Ranching and other Agribusiness interests will be a major advantage as he works with clients seeking to make the most of their market insight investments with Animalytix." Holen will be field based and office from his home in Omaha, NE.

#### 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 20 monthly market surveys reflecting sales of pharmaceuticals, vaccines, nutraceuticals and veterinary supplies for use in pets, horses, swine and cattle totaling \$5 billion in sales revenues on an annual basis. The monthly surveys provide sales trending insights for more than 5,000 products sourced from more than 500 manufacturers. For more information, please contact: info@animalytix.net, or visit: animalytix.net.