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Animalytix Receives Patent on Smart Sort™ Methodology

Animalytix LLC announced today the receipt of a patent on a proprietary market segmentation methodology marketed as Smart Sort. According to Chris Ragland, CEO of Animalytix, this new capability will be a major improvement for sales and marketing teams seeking to better understand how products are used. Ragland stated “Animal health manufacturers have historically struggled to segment sales of products labeled for use in multiple species by market segment. With Smart Sort, we can provide very detailed segment data to differentiate sales between cattle, swine and horses or across cattle segments such as feedlots, dairy and non-confined beef operations.” Animalytix offers Smart Sort as an additional component to several of its standard market survey reports. Interested subscribers can contact Brad Holen (bholen@animalytix.net) or check the company website www.animalytix.net for further details.

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.