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CONTACT: Linda Willey

Animalytix LLC

410.677.3214

info@animalytix.net

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

Salisbury, MD September 2011

### **Animalytix Announces Meredith as Director of Veterinary Channel Intelligence**

Animalytix LLC is proud to announce Dr. Travis Meredith, DVM, MBA, Dip ACT, has joined the organization as Director of Veterinary Channel Intelligence. Dr. Meredith holds a unique insight of the animal health market with 15 years of experience across a broad array of positions. Dr. Meredith has successfully launched new products into the companion animal, equine, and cattle markets for companies ranging from venture backed start-ups to global manufacturers. Additionally, he has owned and operated multiple companion animal and equine veterinary practices as well as effectively guided several new stage animal health ventures through both the investment and product development processes. Dr. Meredith holds a DVM from Texas A&M University, Residency training at The University of Pennsylvania, and an MBA from the University of North Carolina.

#### 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.