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### **Animalytix CEO Addresses IntegriChain User Group Conference**

Chris Ragland, CEO of Animalytix LLC addressed a group of nearly 100 pharmaceutical industry executives and data specialists at the IntegriChain User Group Conference held in Nashville, TN. IntegriChain is the hosting and development partner for Animalytix and is a leading data services provider for the human pharmaceutical industry with a specialization in EDI 867 channel data. Ragland provided insights into the evolving role of “big data” in animal health and opportunities to bring existing data management competencies from human pharma into the animal health sector. Animalytix also took the opportunity of the IntegriChain event to host a group of animal health industry data managers as a mini-user group to review a series of new services currently in development.

#### 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.