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### **Animalytix Hosts 2nd Annual Senior Executive Forum at Western States Veterinary Conference**

Animalytix LLC sponsored its second annual Senior Executive Forum at the Western Veterinary Conference February 19, 2013. Approximately 100 senior executives from the leading animal health manufacturing and distribution companies attended the event. Chris Ragland, CEO Animalytix, kicked off the event with an overview of the company's proprietary Smart Sort™ market segmentation methodology and the company's newly launched 3-DE Enrichment methodology for projecting direct and agency sales volumes.

Kevin Vasquez, Chairman, President & CEO, Butler Schein Animal Health Veterinary Supply, shared insights into Butler Schein's vision for creating a global distribution platform while Dave Cunningham, Chief Operating Officer, Axxiom Consulting, LLC set the stage on the battle developing between the Federal Trade Commission and the veterinary community through the script portability issue. Veterinary industry advocate Mark L. Cushing, Founding Partner of The Animal Policy Group, provided further perspective on the actual legislation, H.R. 1406 Fairness to Pet Owners Act, including the players, motives, and methods he anticipates may be used to drive changes in the trade practices of veterinarians and their suppliers.

#### **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.