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CONTACT: Linda Willey

Animalytix LLC

410.677.3214

info@animalytix.net

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

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Animalytix Introduces Veterinary Consumption Index at Senior Executive Forum at WVC

Animalytix launched its latest market insight analytics tool at the company's Senior Executive Forum held at the Four Seasons Hotel in Las Vegas Nevada in conjunction with the Western Veterinary Conference. Dr. Travis Meredith, Director of Veterinary Channel Intelligence for Animalytix presented an overview of the new insight platform and stated "The Veterinary Consumption Index was designed to act as an economic barometer for the small animal practice environment."

The index reflects year-over-year sales comparisons of a market basket of the most common products used in a clinical setting including anti-infectives, NSAIDs, fluids, anesthetics, human labeled pharmaceuticals, nutraceuticals, ophthalmics, needles, sutures, syringes and other specialty pharmaceutical products. The index doesn't include regionally or seasonally influential product lines or those heavily impacted by the presence of direct or agency sales such as vaccines or parasiticides.

"Thanks to the scope of the Animalytix data network and the frequency of reporting for the participating distributors, the Veterinary Consumption Index is now the industry's most robust and timely measure of general economic activity for the small animal practice market" stated Dr. Meredith. Additional information on the Veterinary Consumption Index can be found on the company's website at www.animalytix.net.

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.