



## FOR IMMEDIATE RELEASE

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## Animalytix Co-Sponsors Market Insight Seminar

August 20, 2017—Kansas City, MO—Animalytix, the exclusive source of near real-time animal health market information and insights, has partnered with North American Veterinary Community (NAVC) Publishing and UBM Americas Veterinary Group (owner of Central Veterinary Conference) to sponsor the Kansas City Animal Health Corridor's Second Annual Market Insight Seminar. The event took place in the closing hours of the Central Veterinary Conference and immediately prior to the KC Animal Health Corridor's Annual Homecoming Event at the Conventions Center. This year's attendees topped 200 with representation by animal health executives from around the world.

Chris Ragland, CEO of Animalytix, provided an overview of both 2016 and mid-year 2017 performance for the various US animal health market segments including the company's proprietary price / volume and Smart Sort™ industry segmentation analysis. Rick Boggess, VP Sales and Marketing for NAVC Publishing, reviewed the changing needs and expectations of your veterinary customer while the final presentation featured a panel of veterinary practitioners addressing novel business models that are driving the future of the profession.

This is the second year for the event and registration proceeds were again contributed to the KC Animal Health Corridor's Spirit of Service Award which recognizes organizations which develop and support the human animal bond. Ragland says sponsoring the seminar makes sense for his company. "We are very proud of this year's program and pleased to once again see such great support coming from the industry through their contributions for the Spirit of Service Award." We look forward to continuing to grow this event in future with the support of our partners, NAVC and UBM as well as the KC Animal Health Corridor" says Ragland.

For more information about the KC Animal Health Corridor's Market Insight Seminar, go to <http://kcanimalhealth.thinkkc.com/events/market-insight-seminar>.

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### About Animalytix LLC

Animalytix is the exclusive source of near real-time animal health market information to manufacturers, investors, lenders and financial analysts. Animalytix currently publishes reports on more than 40 market segments annual sales revenues in excess of \$8.0 billion which include pharmaceuticals, vaccines, nutraceuticals and veterinary supplies for use in pets, horses, swine and cattle. Through its partnership with the leading US animal health distribution companies, Animalytix provides market insights for more than 8,000 products sourced from over 500 manufacturers. For more information, please contact: [info@animalytix.net](mailto:info@animalytix.net), or visit: [www.animalytix.net](http://www.animalytix.net).