



FOR IMMEDIATE RELEASE:

CONTACT: Linda Willey

Animalytix LLC

410.677.3214

info@animalytix.net

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

Kansas City, MO March 2014

Animalytix Introduces Monthly FLASH Report for Animal Health Markets

Animalytix LLC has launched the ALYX FLASH Report for Animal Health. The new service offers a year-to-date comparison of 28 market segment on a monthly basis. Animalytix currently reports sales of more than \$ 6.5 billion in annual animal health product purchases for vaccines, pharmaceuticals, nutraceuticals and supplies used in small animals, ruminants, swine and horses.

Brad Holen, Director Commercial Operations noted, "The ALYX FLASH Report offers an unprecedented view of overall market performance for manufacturers interested in monitoring their performance at national level." Those interested in subscribing can get request additional from either Brad Holen at bholen@animalytix.net or info@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.