



FOR IMMEDIATE RELEASE:

CONTACT: Linda Willey

Animalytix LLC

410.677.3214

info@animalytix.net

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

Salisbury, MD March 2013

Animalytix Introduces Snap Shot™ Custom Reporting Service

Animalytix LLC recently announced the availability of its new “Snap Shot” report format. As opposed to the standard ALYX Market Survey which is designed as a recurring monthly subscription service, Snap Shot reports are designed for those manufacturers seeking a “one-off” ad hoc report on the market opportunity related to a given product or market segment. The standard Snap Shot format provides dollar sales and extended unit data for a period of up to three years.

Brad Holen, Director of Commercial Operations at Animalytix noted the new report format fills an important void as it relates to current market insight reports. According to Holen “Unlike traditional market research, Snap Shot reports are developed using actual distributor sales data and can be produced in little as two business days. Snap Shots are quick to produce, affordable, and offer a very robust view of the animal health market for those cases when you need a high level view of the market. This is often the case for either the business development, or R&D teams, as they seek to address questions related to development projects and licensing opportunities.” Interested subscribers should contact Brad Holen (bholen@animalytix.net) or the company website (www.animalytix.net) for further details.

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.