



FOR IMMEDIATE RELEASE:

CONTACT: Linda Willey

Animalytix LLC

410.677.3214

info@animalytix.net

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

Salisbury, MD July 2013

Heritage Trading Company Joins Animalytix Data Provider's Network

Animalytix LLC is pleased to announce Heritage Trading Company as the newest member of the company's network of participating animal health distributors. Heritage Trading Company is an affiliate of Universal Cooperatives and serves as a valued supplier for feed and farm retailers since 1921. Heritage is an important addition to the company's growing list of OTC focused distributors serving the equine animal health market.

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.