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### **Animalytix Hosts Senior Executive Forum at Western States Veterinary Conference**

Animalytix LLC hosted the inaugural session of the company's Senior Executive Forum at the Western Veterinary Conference February 19, 2012. More than 80 senior executives from the leading animal health manufacturing and distribution companies attended. The event featured several notable speakers including Jim Cleary, CEO MWI Veterinary Supply; Dave Cunningham, President, Teva Animal Health; and John Danhaki, Managing Partner, Leonard Greene and Partners.

Animalytix CEO Chris Ragland noted the program was a unique offering for the animal health industry. Ragland noted "... our focus is to provide an opportunity for the senior executives of the animal health manufacturing, distribution and veterinary industry to come together to discuss the issues of the day. That doesn't occur elsewhere in our industry so we felt it was a worthwhile objective and very compatible with our mission as a market insight company." The company noted the event is planned to be held annually and anticipates doing so in conjunction with the Western States Veterinary Conference.

#### **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.