



FOR IMMEDIATE RELEASE:

CONTACT: Linda Willey

Animalytix LLC

410.677.3214

info@animalytix.net

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

Salisbury MD, February 2013

### **Animalytix LLC introduces 3-DE™ Enrichment Methodology**

“The ALYX 3-DE™ enrichment methodology is a breakthrough in territory transparency and accountability” reported Chris Ragland to an audience of approximately 100 guests at the company’s Senior Executive Forum held in conjunction with the Western Veterinary Conference in Las Vegas, NV. Ragland described the mechanics of the 3-DE methodology which utilizes a series of sales ratios for sentinel products to determine a universe of “well cared for pets” totaling more than 30 million dogs and 12 million cats in the US.

According to Ragland, “the well cared for values are then useful in developing projections for direct and agency sales values of small animal anti-parasitics and vaccines.” The 3-DE methodology is one of several proprietary analytical tools now available from Animalytix for use in developing detailed market analysis for the companion and food animal markets. More information on applications of the 3-DE methodology can be found on the Animalytix website at [www.animalytix.com](http://www.animalytix.com).

#### 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.