



## **Jaguar Animal Health Signs Distribution Agreement with Vedco and Kicks off National Neonorm Calf Marketing Campaign**

February 5, 2015

*Jaguar Exhibiting at World Ag Expo & Western Veterinary Conference this Month*

San Francisco, CA (February 5, 2015): Jaguar Animal Health, Inc. ("Jaguar"), an animal health company focused on developing and commercializing first-in-class gastrointestinal products for companion and production animals, announced today that it recently signed a multiyear distribution agreement with Vedco Inc., one of the largest national master distributors of veterinary products in the U.S., and has also kicked off a new marketing campaign for Neonorm™ Calf in advance of promoting the product at the World Ag Expo and the Western Veterinary Conference later this month.

The above-mentioned agreement provides Vedco with distribution rights for Neonorm Calf, Jaguar's lead non-prescription product to address the symptoms of watery diarrhea, or scours, in preweaned dairy calves. As a master distributor, Vedco will distribute the product through its network of 51 distributor locations nationwide. Neonorm Calf will be available to the veterinary profession through the following group of Vedco distributors: Henry Schein Animal Health, Merritt Veterinary Supply, Miller Veterinary Supply, MWI Veterinary Supply, Penn Veterinary Supply and Patterson Veterinary Supply.

"I've been in the veterinary supply business for more than forty years, and I've never seen a product like Neonorm Calf," stated Craig Campbell, Vedco's General Manager. "I expect strong demand for this product from dairy producers nationwide."

Neonorm Calf will be the focus of Jaguar's exhibits at the 2015 World Ag Expo, which takes place in Tulare, California from February 10th – 12th, and the 2015 Western Veterinary Conference, taking place February 15th – 19th in Las Vegas. The Expo is the largest annual agricultural show of its kind, with 1,400 exhibitors displaying cutting-edge agricultural technology and equipment on 2.6 million square feet of show grounds. WVC is the world's largest veterinary conference, attracting more than 14,500 attendees.

As part of marketing efforts leading up to both of the above events, Jaguar released a new promotional video last week for Neonorm Calf. The video can be viewed by clicking the following link: <http://jaguaranimalhealth.com/neonorm-calf-video/>. Additionally, ads for the product currently appear in Hoards Dairyman and Progressive Dairyman. "We expect the ongoing launch of Neonorm Calf to drive awareness among veterinarians and dairy producers regarding the utility of this first-in-class, anti-secretory product," commented Jaguar CEO Lisa Conte.

### **About Jaguar Animal Health, Inc.**

Jaguar Animal Health, Inc. is an animal health company focused on developing and commercializing first-in-class gastrointestinal products for companion and production animals. Canalevia is Jaguar's lead prescription drug product candidate for the treatment of various forms of watery diarrhea in dogs. Neonorm™ Calf is the company's lead non-prescription product. Canalevia is a canine-specific formulation of crofelemer, an active pharmaceutical ingredient isolated and purified from the Croton lechleri tree. Neonorm is a standardized botanical extract derived from the Croton lechleri tree. Canalevia and Neonorm are distinct products that act at the same last step in a physiological pathway generally present in mammals. Jaguar has filed eight investigational new animal drug applications, or INADs, with the FDA and intends to develop species-specific formulations of Neonorm in six additional target species and formulations of Canalevia for cats, horses and dogs.

For more information, please visit [www.jaguaranimalhealth.com](http://www.jaguaranimalhealth.com).

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