



KCSA Strategic Communications to Lead Investor Relations Program for Jaguar Animal Health

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NEW YORK, July 16, 2015 /PRNewswire/ -- KCSA Strategic Communications, a prominent New York-based communications firm, announced today that it has been retained by Jaguar Animal Health, Inc. (NASDAQ: [JAGX](#)) ("Jaguar" or the "Company"), an animal health company focused on developing and commercializing first-in-class gastrointestinal products for companion and production animals, to spearhead the Company's investor relations program.

"As an innovative biopharmaceutical growth company, Jaguar presents a promising investment opportunity in the animal health market which, despite being comprised of a limited number of public players, has received increased attention from the investment community," said Jeffrey Goldberger, Managing Partner of KCSA Strategic Communications. "As Jaguar executes on its strategic growth initiatives, KCSA will work closely with management to increase the Company's visibility to a broader audience as we work to expand and diversify its shareholder base. Management has expressed a strong commitment to its shareholders and we are excited to lead an investor relations program to support these efforts."

"We look forward to working with the KCSA team to heighten our exposure to the investment community and further develop our communications platform. Jaguar completed its IPO this past May and is well-positioned in the animal health industry—a market that is still new to most investors," said Lisa Conte, Jaguar's president and CEO. "We have a robust and innovative pipeline that includes prescription and non-prescription candidates for the treatment of various forms of watery diarrhea in companion and production animals, with numerous opportunities for expansion. Over the next several months we have a full lineup of clinical activities for our various products and expect to have our first prescription product in the market by early 2016."

About KCSA Strategic Communications

KCSA is a fully-integrated communications agency specializing in public relations, investor relations and marketing with expertise in financial and professional services, technology, healthcare, media, energy and public services companies. Since 1969, the firm has demonstrated strategic thinking and program execution that drives results for its clients in the ever-changing communications and digital landscape. The firm's clients are its best references. For more information, please visit www.kcsa.com.

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, which is sustainably harvested. 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 nine Investigational New Animal Drug applications, or INADs, with the FDA's Center for Veterinary Medicine 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.

Forward-Looking Statements

Certain statements in this press release constitute "forward-looking statements." These include statements regarding the expected launch of Jaguar's first prescription product by early 2016, and plans to expand and diversify Jaguar's shareholder base. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expect," "plan," "aim," "anticipate," "could," "intend," "target," "project," "contemplate," "believe," "estimate," "predict," "potential" or "continue" or the negative of these terms or other similar expressions. The forward-looking statements in this release are only predictions. Jaguar has based these forward-looking statements largely on its current expectations and projections about future events. These forward-looking statements speak only as of the date of this release and are subject to a number of risks, uncertainties and assumptions, some of which cannot be predicted or quantified and some of which are beyond Jaguar's control. Except as required by applicable law, Jaguar does not plan to publicly update or revise any forward-looking statements contained herein, whether as a result of any new information, future events, changed circumstances or otherwise.

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