

PATTERSON VETERINARY ANNOUNCES LAUNCH OF MARKET HOUND

February 1, 2018 (GREELEY, Colo.) – Patterson Veterinary, a business unit of Patterson Companies (Nasdaq: PDCO), today announced the launch of Market Hound, an automated marketing solution that enables veterinarians to leverage practice data to create breed-specific marketing campaigns for the entire lifespan of an animal.

Market Hound is the first of its kind to automatically extrapolate, compare and communicate breed-specific healthcare information to pet owners on behalf of the veterinarian.

“We identified a unique opportunity to help veterinarians communicate with clients in a more timely and relevant way, allowing them to improve patient care and practice profitability,” said Kevin Pohlman, President, Patterson Animal Health. “We’re excited to collaborate with Zoetis and other industry leaders to bring additional functionality to Market Hound in the future.”

Patterson collaborated with Zoetis to create the content for Market Hound. Both companies are members of the non-profit organization Breedology, which seeks to improve the healthcare of dogs and cats by educating veterinary professionals and pet owners about the healthcare needs of individual breeds.

Veterinarians and veterinary professionals interested in learning more about Market Hound are encouraged to visit pvmarkethound.com.

About Patterson Companies Inc.

Patterson Companies Inc. (Nasdaq: PDCO) is a value-added distributor serving the dental and animal health markets.

Dental Market

Patterson’s Dental segment provides a virtually complete range of consumable dental products, equipment and software, turnkey digital solutions and value-added services to dentists and dental laboratories throughout North America.

Animal Health Market

Patterson’s Animal Health segment is a leading distributor of products, services and technologies to both the production and companion animal health markets in North America and the U.K.

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