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## Todd Marshall Joins Patterson Companies as Chief Marketing and Digital Officer

*Consumer marketing veteran will drive innovation in the overall Patterson customer experience*

ST. PAUL, Minn.--(BUSINESS WIRE)-- Patterson Companies, Inc. (Nasdaq: PDCO) today announced that Todd Marshall will join the organization as chief marketing and digital officer. As a member of the company's executive team, Marshall will play a role in shaping corporate strategy and will be responsible for overseeing the company's marketing strategy, business intelligence and customer experience, including its industry-leading technology support center.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160722005062/en/>



"As we continue to grow and find new opportunities for Patterson, we recognized the importance of establishing a senior marketing executive role to expand our capabilities around the customer experience, including e-commerce and digital marketing," said Scott Anderson, chairman, president and chief executive officer of Patterson Companies. "Todd is an exceptional, innovative leader with a track record of success in using insights and analytics to drive marketing and customer experience strategies."

Marshall's background includes serving as a management consultant with McKinsey & Company before moving into a variety of leadership roles with Target Corporation throughout his 14-year career there. In his most recent role, he was a senior vice president of marketing at Target, responsible for driving customer-centric strategies through insights and analytics, strengthening the company's loyalty marketing strategies and building a multi-year technology roadmap.

"Patterson has been a pioneer in bringing advanced solutions to dental and animal health professionals, and I'm confident that leveraging insights, analytics and effective marketing strategies will allow us to deliver a world-class integrated end-to-end customer experience," said Marshall.

Marshall will assume his role at Patterson in August.

### **About Patterson Companies, Inc.**

Patterson Companies, Inc. 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.

Patterson Companies, Inc.  
Jen Joly, 651-686-1364  
Corporate Communications

Source: Patterson Companies, Inc.

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