

**PATTERSON VETERINARY ANNOUNCES EXCLUSIVE  
DISTRIBUTION OF PRACTICE ANALYTICS TOOLS WITH VETSUCCESS**

March 4, 2016 (ST. PAUL, Minn.) – In an effort to provide the veterinary market with a greater ability to realize the value of practice data, Patterson Veterinary is partnering with VetSuccess, a membership service that provides performance statistics and analytics to veterinary practices.

VetSuccess delivers key business metrics to better understand the practice’s business and customers. These reports include an assessment of practice performance each month and help identify revenue and cost saving opportunities.

“VetSuccess has great synergies with our ePet marketing portfolio,” said Dan Holland, Director of Technology for Patterson Veterinary. “We believe VetSuccess is a best-in-class product that has the latest technology to standardize data and give veterinarians better information about their business.”

VetSuccess will join Patterson’s Signature Solutions, a portfolio of products and services tailored to the needs of veterinarians, through an exclusive distribution agreement.

“It’s an honor to be added to the Signature Solutions portfolio. Our team is completely committed to helping veterinary practices be even more successful. We’re excited to be able to bring this same commitment and value to Patterson clients,” said Martin Traub-Werner, CEO of VetSuccess. VetSuccess helps veterinary practices streamline their practice management activities and identify areas of potential growth for the practice.

“We’re always focused on ways to provide veterinarians with the tools and resources they need to maintain a healthy practice. VetSuccess is a natural fit for our Signature Solutions suite and we’re happy to have them as a partner,” said George Henriques, chief commercial officer, Patterson Veterinary. Through Patterson’s Signature Solutions suite of products, customers will now be able to access customized VetSuccess reports.

**About Patterson Veterinary**

Patterson Veterinary is a leading distributor of consumable veterinary supplies, equipment and software, diagnostic products, vaccines and pharmaceuticals to veterinary practices. It is part of the progressive, global Patterson Companies (Nasdaq: [PDCO](#)) family of businesses serving the dental and veterinary markets.

**About Vet Success Inc.**

VetSuccess is a membership service for the veterinary industry that provides monthly practice performance reports, preventive care compliance snapshots, marketing tools, and connections to colleagues and industry leaders. The company works directly with practices and through industry partnerships to help practices be more successful. [www.vetsuccessinc.com](http://www.vetsuccessinc.com)

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