

**FOR IMMEDIATE RELEASE**

**WEBSTER VETERINARY LAUNCHES NEW ePetHealth® FEATURES**

Webster Veterinary is pleased to announce the addition of several new features to its ePetHealth client communication service, including telephone and text message reminders and the ability to create custom promotions for various email communications. ePetHealth, which debuted in May 2011, allows veterinarians to provide their clients with 24/7 access to medical records and valuable pet health information. The service also includes a robust eMarketing platform that practices use to communicate with clients outside of regular visits.

The two new enhancements to Webster's ePetHealth appointment reminder service – telephonic and SMS text message capabilities to help reduce missed appointments and drive additional visits – will launch later this month. Practices already use ePetHealth for email appointment reminders.

Additionally, Webster is preparing to release a new home delivery and shopping interface within ePetHealth powered by its online pharmacy partner, VetSource. The new features will make it more convenient for pet owners to shop online through their veterinary clinic's website. They also will be able to set up convenient automated shipments of preventive and chronic medications from their ePetHealth portal.

Also available soon is ePetHealth's new Coupon Builder feature, which will enable practices to create discounts and promotions and apply them to eNewsletters, eReminders, eSurveys and other email communications. With Coupon Builder, practices can incorporate personalized options, such as placing their logo on coupons, creating a custom message, setting an expiration date and choosing a schedule for their promotion.

"ePetHealth's immediate success and popularity with veterinary practices have far exceeded our expectations," commented Matt Russell, Webster's director of technology. "Veterinarians enjoy being able to communicate with pet owners using a suite of eMarketing tools that are integrated with the practice management software – and can look forward to more innovative technology solutions from Webster to help them grow their business and practice better medicine."

For more information, please visit [www.ePetHealth.com](http://www.ePetHealth.com) or call 888.826.0935.

**About Webster Veterinary**

Webster Veterinary, a leading distributor of consumable veterinary supplies, equipment and software, diagnostic products, vaccines and pharmaceuticals to veterinary clinics, is part of the progressive, global Patterson Companies (Nasdaq: [PDCO](http://PDCO)) family of businesses.

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