

**FOR IMMEDIATE RELEASE**

**PATTERSON VETERINARY ANNOUNCES EPET WEBSITES**

February 4, 2013 (Devens, MA) – Patterson Veterinary is pleased to announce the upcoming launch of ePet Websites, a full-service website development and maintenance solution for veterinary practices. Patterson has partnered with LifeLearn’s WebDVM® team to create a turnkey solution that fully integrates with ePetHealth’s client portal and eMarketing platform.

The combined solution will enable pet owners to research animal healthcare topics, review upcoming appointments, access online medical records, shop on their veterinarian’s website and much more. ePet Websites can be customized to fit practice branding, and a robust content management system allows staff to easily update website content. Every site includes a mobile-ready version, search engine optimization and social network integration.

“Our goal is to help veterinary practices develop a visually appealing, informative online destination for existing and prospective clients,” said Matt Russell, Patterson Veterinary director of technology. “This integrated solution not only drives traffic to the practice website, it helps keep pet owners engaged by having everything they need in one place. Other solutions in the marketplace often redirect visitors to third party websites for portal and home delivery access.”

“Patterson Veterinary and LifeLearn have enjoyed several years of collaboration on a variety of client communication projects,” said LifeLearn President Dr. Mark Stephenson. “Partnering with Patterson to bring veterinary practices ePet Websites was a natural fit. The integration between these two platforms provides veterinary practices with an industry-leading solution that will greatly enhance their online presence.” Stephenson noted that many practices today still either lack a website or have a static website that fails to attract prospective clients.

“ePet Websites is a major advancement for our industry that will help practices procure new clients and provide year-round communication and resources to current clients,” Russell stated. A preview of this new technology will be available in Patterson’s booth (337) at the Western Veterinary Conference, February 17-21 in Las Vegas.

**About Patterson Veterinary**

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

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