



VETS PLUS, Inc.
Global Animal Health

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Probios® Soft Chew Line Expands to Include Horses

Probios® Horse Soft Chews are apple flavored – a favorite among many horses

KNAPP, Wisc., May 30, 2012 – Probios® Horse Soft Chews is the newest addition to the growing Probios® Soft Chews line, which also includes Probios® Soft Chews for Dogs. Under the well-researched and widely-known Probios® name, Probios® Horse Soft Chews – Digestion is designed to be a highly-palatable soft chew to help to maintain appetite and healthy digestive systems in all breeds of horses.

“We are very excited about our soft chew capabilities at Vets Plus, Inc. (VPI) and, knowing how popular our Probios® Horse Treats – Digestion Support is, we knew the next step was to create another high-quality solution for horses in a soft-chew form,” said Vets Plus, Inc. President and CEO Raj Lall. Vets Plus, Inc. is the manufacturer of the Probios® line of products. “VPI’s partnership with Chr. Hansen has allowed us to place the Probios® line at the forefront of probiotic technology and awareness in the animal health industry.”

The 10 gm soft chews fit easily into the palm of the caretaker’s hands, but are large enough that just one to two each day will provide enough beneficial bacteria – probiotics – to help maintain a healthy digestive system and appetite in horses. Although a supplement, the apple flavor of Probios® Horse Soft Chews will have many horses believing they are a treat.

The launch of the Probios® Horse Soft Chews comes seven months after the launch of Probios® Soft Chews for Dogs. According to the 2011 American Pet Product Association (APPA) National Pet Owners Survey, 83 percent of horse owners also own a dog, which makes the Probios® Soft Chew line an ideal solution for horse caretakers and pet parents who want to insure their animals are feeling and performing their best.

The Probios® Horse Soft Chews will be available in silver, resealable bags, which will hold approximately 60 of the 10 gm soft chews. They are an appealing compliment to the already well-known Probios® Equine line, which includes Probios® Horse Treats (Digestion and Hip & Joint), Probios® Dispersible Powder, Probios® Feed Granules and Probios® Equine One Gel, which was part of the *Thoroughbred Times* 2012 Kentucky Derby Trainer Buckets. The Probios® line is proudly marketed and manufactured by Vets Plus, Inc., under license from Chr. Hansen.

More information is available at www.probios.com.

About Vets Plus, Inc.

Vets Plus, Inc. (VPI), located in Knapp, Wisconsin, is a leading manufacturer and distributor of animal health and nutrition products, including Probios®, Replamin®, Swine Prefer™, Pets Prefer™, Goats Prefer™ and Horses Prefer™ product lines.

Founded in 1990 by entrepreneur Raj Lall, VPI began manufacturing and distributing animal health and nutrition products. By 2002, VPI had formed a strategic marketing and manufacturing alliance with Chr. Hansen in Denmark, thus earning the license to market and manufacture the Probios® line of products. From 2005-10, VPI, was known as BOMAC Vets Plus, Inc., after a partnership agreement was reached with Bomac of New Zealand. During that time, the company also formed a strategic marketing and manufacturing alliance with Albion Animal Health on Replamin® and Pull Thru® brand products (2008). Following the acquisition of BOMAC New Zealand by Bayer (Germany) in late 2010, the company has successfully transitioned back to Vets Plus, Inc., and now boasts 100,000 square feet of manufacturing / warehouse / office space. VPI is proud of its continued growth into a leader within the animal health industry and ability to manufacture more than 500 products, while maintaining ISO-9001 and NASC certifications, and remaining cGMP and AFFCO compliant.

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Global Leader in Animal Health and Nutrition

