



VETS PLUS, Inc.
Global Animal Health

102 3rd Ave., East
Knapp, WI 54749
800.468.3877 • FAX 715.665.2579
www.vets-plus.com • www.probios.com

PRESS RELEASE
FOR IMMEDIATE RELEASE

Tom Whitten, DVM, hired at Vets Plus, Inc. for Technical Field Support

Dr. Whitten brings nearly 30 years veterinary, sales experience to growing animal health manufacturer

KNAPP, Wisc., March 16, 2012 – Tom Whitten, DVM, has joined Vets Plus, Inc., a global leader in animal health, in the position of Technical Field Support. Utilizing nearly 30 years experience as a veterinarian for both large and small animals, Dr. Whitten will oversee the composition and development of editorial and technical articles for Vets Plus, Inc., assist in field trials, as well as research and development. Dr. Whitten will also serve as a National Accounts Manager for assigned customer accounts. He joins R&D Director Vijay Sasi, DVM, MS, who has a decade of experience at Vets Plus, Inc. Dr. Sasi serves as an on-staff veterinarian and a lead product developer of many of the company's patented and patent-pending formulations.

"The combination of Dr. Whitten's experience and rapport with area producers will be a valuable asset to Vets Plus, Inc. as we work toward increasing our annual field trials and publishing the results," said Raj Lall, president and CEO of Vets Plus, Inc. "Dr. Whitten will have multiple areas of focus, but his proven time management skills and passion for animal health will continue to help elevate Vets Plus, Inc. as a leading manufacturer of high-quality nutraceuticals and supplements."

Dr. Whitten most recently worked as a nutritional consultant for Herdsman Feeds in Boyceville, Wisc., where he developed new accounts, reinforced existing client relationships and provided clients with on-going dairy nutrition consultations. Consultations included forage testing, ration balancing, feed inventory control and cost analysis. From 1983 through May 2010, Dr. Whitten was a private practice veterinarian at St. Croix Valley Veterinary Clinic in Glenwood City, Wisc. In this capacity, he performed large animal farm calls and small animal appointments for pet services to examine, diagnose, treat and promote animal health. As technology developed, Dr. Whitten also worked with clients, to create breeding soundness exams for bulls and computerized reproductive records for dairies. His combination of knowledge, expertise, management and customer service in the clinic and on the farm, helped bolster the clinic's annual revenues during his tenure.

"I am very excited to be a part of the Vets Plus team," Dr. Whitten said. "I am very impressed with the quality control and attention to customer service they have and look forward to contributing."

Dr. Whitten graduated from the University of Minnesota's College of Veterinary Medicine in 1983 as a DVM. Since completing his degree, Dr. Whitten has been a member of the National Mastitis Council, American Veterinary Medical Association (AVMA) and the Wisconsin Veterinary Medical Association, where he served as district director from 2008-11. He and his wife currently reside in Glenwood City.

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Global Leader in Animal Health and Nutrition





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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.

Questions and comments can be directed to www.vets-plus.com or support@vets-plus.com.

Media Contact: Dana Bolwerk, marketing coordinator, Vets Plus, Inc.; danab@vets-plus.com, 715.665.2118.

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