

News Release DVM Systems, LLC

FOR IMMEDIATE RELEASE

Colorado-based Animal Health Monitoring Company Jumps onto International Stage

*Greeley, Colo.—April 4, 2011—*DVM Systems, LLC, is expanding its international presence with an advanced animal monitoring product marketed to a worldwide audience.

The product incorporates a wireless, temperature-sensing, battery-free RFID microchip encased in a small capsule. When swallowed by a dairy cow, this capsule resides permanently in the reticulum, a compartment of the cow's stomach, and transmits vital data on the animal.

A tamper proof ID and the cow's core body temperature can then be captured in the milking parlor and other locations throughout the dairy farm. This information is sent to DVM's proprietary TempTrack™ software for analysis and display, resulting in an automated alert list for the dairy herdsman and veterinarian.

DVM's temperature database is updated daily from cows around the world and used to continuously refine TempTrack™ software algorithms.

"Researchers have found that temperature is one of the most useful indicators of the state of an animal's health and physiological functions," notes Kevin Wild, CEO of DVM Systems. "TempTrack™ software allows dairy farmers to easily capture and leverage this information to improve the health and productivity of their animals."

That's the case for Shelton Dairy in LaSalle, Colo. "Yesterday, the DVM Systems' alerts brought to my attention two cases of pneumonia that would have been very difficult to identify without the temperature alert," says Dave Smith, the dairy's general manager. "As a result, we were able to take action much sooner than previously possible, thus reducing cost and recovery time, and helping to maintain our milk production. On the same day, we also uncovered two cases of mastitis using the DVM system."

Related research in several areas is currently under way with the Nova Scotia Agricultural College, Colorado State University, University of Northern Colorado and the University of Kentucky. Enhancements planned for the near future include identification of ovulation for improved breeding effectiveness, parturition (calving) alerts and individual animal management protocols.

Interest in the company's monitoring product has been widespread, from Colorado farms to operations in Canada, New Zealand, Australia, European Union, Russia and the Middle East. Distribution plans include marketing by one of the largest U.S. agricultural supply distribution companies as well as one of the world's largest breeding companies. DVM Systems was recently selected by the Colorado Office of Economic Development

and International Trade as a recipient of a grant to support international market expansion.

About DVM Systems

DVM Systems, LLC, develops and markets animal health monitoring products internationally to dairy farms. The company's products bring advanced technology to agriculture to improve animal health, welfare and productivity. These products provide dairy herdsman and veterinarians with early disease identification, often prior to clinical symptoms. To learn more about DVM Systems, visit www.dvmsystems.com.