News Release
DVM Systems, LLC

WORLD DAIRY EXPO 2013
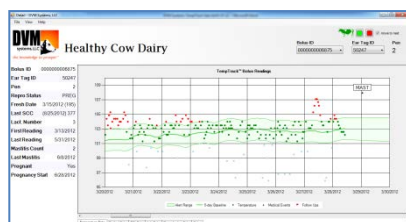**Colorado-based Animal Health Monitoring Company Jumps onto International Stage**
Greeley, Colorado, USA – February 11, 2013

DVM Systems expands their dairy cow health monitoring product line to include a breeding software module that will for the first time provide early automatic detection of ovulation. DVM Systems' TempTrack® RePRO software predicts ovulation 12 hours in advance to identify cows that are actually cycling.

By continuously monitoring each individual cow's temperature using a high tech bolus that is administered orally and stays in the cow's reticulum for her lifetime, DVM Systems' TempTrack® product can alert a producer to key health and breeding events. Selected as one of the 2013 World Ag Expo Top 10 New Products of the Year, TempTrack® captures up to 24 temperatures per day for each cow, calculates individual animal baseline temperature and uses advanced algorithms to send dairymen three different types of alerts; 1) a potential illness alert for early disease detection, 2) an ovulation alert for breeding and 3) a parturition alert to signal a pending delivery in the next 6 to 12 hours. More than three years of research with five different universities in the United States and Canada has been incorporated into DVM Systems' software. "DVM Systems' research, and development of its software intelligence is the key to bringing these benefits to dairy producers", says Kevin Wild, CEO.

DVM Systems is finalizing the breeding software module with release planned for the second quarter of 2013. The TempTrack® RePRO breeding product is thought to be the first commercial product that will use internal body temperature to successfully identify dairy cows that ovulate. TempTrack® RePRO can identify ovulation in TAI programs and improves estrus detection because it does not rely on activity or behavior, instead it is based upon an objective measurement of a physiologic parameter. This valuable information also allows early resynchronization and informed decisions on subsequent servicing, medical treatment and culling. The bolus is designed to last five to seven years and there are no collars or leg bracelets to move from cow to cow like many activity detection systems. "The real benefit of temperature monitoring is how it improves all other measured biomarkers and benefits the individual cow when we allow an animal to express its genetic potential in accordance with economical goals and animal wellbeing", said Dr. Wade Webster, DVM's Science Director.

DVM Systems' early illness detection product was previously released during late 2011. It enables a dairy producer to automatically monitor an individual animal's health identifying potential illnesses including mastitis, metritis, pneumonia and others, oftentimes before any clinical symptoms are present. The same bolus, radio receivers and base station, engineered and manufactured by SmartStock, LLC, can be used for illness detection, breeding and calving applications.

TempTrack® software is simple to use and integrates cow information from most major dairy herd management software packages. Identification and isolation of animals is easily accomplished by sending alerts from TempTrack® software via Bluetooth to I.D.ology's LightningRod RFID reader / locator.

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