



*FOR IMMEDIATE RELEASE*  
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**New Zoetis Website Offers Greater Access to Genomic Information**

*Platform helps dairy and beef producers learn about Zoetis products and applications*

FLORHAM PARK, N.J. (June 24, 2015)—Zoetis launched a new website today—[www.zoetisus.com/genetics](http://www.zoetisus.com/genetics)—focusing on its beef and dairy genomics business. The new website will offer greater convenience when ordering and access to important information relevant to management of genetics on beef and dairy operations.

“Dairy and beef producers, now more than ever, use Internet resources to gain critical information about how to manage their operations,” says Doug Ricke, Director for Strategic Marketing for Genetics. “Through this new website we are making it easier for beef and dairy producers to find information, order products and engage with customer service personnel in more efficient ways.”

The new Zoetis website will offer the following information:

- Product information and updates: The new site provides information dairy and beef producers need to understand how genomic products from Zoetis can benefit herd management. This includes products for livestock producers such as HD 50K, GeneMax<sup>®</sup> Advantage<sup>™</sup> and GeneMax<sup>®</sup> Focus<sup>™</sup>, and CLARIFIDE<sup>®</sup> for dairy producers.

In addition to the full suite of genomic products, information on the site links to external resources and helpful product and genomic fact sheets as well.

- Ordering information: Beef and dairy producers will appreciate easy access to the ordering process for all Zoetis genomic tests, including testing kits. In addition, any visitors who have questions about Zoetis products can find information on how to contact a Zoetis customer service representative through the website.
- Genetics management information: Articles and news bulletins relating to genetic management and advancements are available to help visitors stay current with new technologies.

Those seeking information about Zoetis genetic products can now use the product name as the web address. For instance, beef producers who want more information on GeneMax Advantage can now go to [www.genemaxadvantage.com](http://www.genemaxadvantage.com), which will take the user directly to the GeneMax Advantage product page on the website. Dairy producers can use the same concept to quickly link to [www.clarifide.com](http://www.clarifide.com). This makes it easier for dairy and beef producers to quickly find specific product information without navigating through the full website.

### **About Zoetis**

Zoetis (zô-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 60 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products and genetic tests and supported by a range of services. In 2014, the company generated annual revenue of \$4.8 billion. With approximately 10,000 employees worldwide at the beginning of 2015, Zoetis serves veterinarians, livestock producers and people who raise and care for farm and companion animals with sales of its products in 120 countries. For more information, visit [www.zoetis.com](http://www.zoetis.com).

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