



*FOR IMMEDIATE RELEASE*

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**Zoetis to Incorporate Next Generation Genotyping (NGG) Technology**

*Agreement with Eureka Genomics will add innovative new technology to genetics business*

KALAMAZOO, MICH., June 18, 2014 – Zoetis has entered into a multiyear service and development agreement with Eureka Genomics to gain unique access to Eureka Genomics' proprietary Next Generation Genotyping (NGG) technology for its genetics business in cattle and sheep. In this agreement Zoetis will obtain the rights to incorporate this innovative new technology into both existing and new products, with options to distribute products already developed by Eureka Genomics. In addition, Eureka Genomics will exclusively provide Zoetis with certain NGG services and partner on product development and delivery. While distribution options for Eureka Genomics' products are being reviewed, Eureka Genomics will continue to work with existing customers. Financial terms of the agreement are not being disclosed.

"NGG is an exciting new way to deliver reliable and cost effective genetic information to our customers," states Jon Lowe, Global Head of Genetics at Zoetis. "It will replace some of our current genotyping platforms and provide opportunities for the development of new products and solutions."

Didier Perez, COO of Eureka adds, "By leveraging the continued improvements in next generation sequencing and commercializing the NGG technology that focuses the next generation sequence data on the informative bases, this agreement with Zoetis will help drive adoption of Eureka Genomics' NGG technology and fuel further innovation in this area."

NGG uses High Throughput Genetic Sequencing combined with proprietary DNA processing and computing solutions to deliver reliable and cost-effective genetic test results to customers in multiple markets.

### **About Zoetis**

Zoetis (zō-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 2013, the company generated annual revenues of \$4.6 billion. With approximately 9,800 employees worldwide at the beginning of 2014, Zoetis has a local presence in approximately 70 countries, including 28 manufacturing facilities in 11 countries. Its products serve veterinarians, livestock producers and people who raise and care for farm and companion animals in 120 countries. For more information, visit [www.zoetis.com](http://www.zoetis.com).

### **About Eureka Genomics**

As a leader in advanced bioinformatics analysis of Next Generation Sequencing (NGS) data, Eureka Genomics leverages this expertise in building the backbone of their novel Next Generation Genotyping (NGG), developed in collaboration with the U.S.D.A. The NGG for clinical, animal and crop applications enable highly efficient, targeted sequencing and flexible exploration of relevant genetic markers (SNPs, CNV, gene expression, methylation) in a massively parallel, platform agnostic technology.

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