



FOR IMMEDIATE RELEASE
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**Zoetis Introduces SearchPoint™: A Powerful Online Genetic Information
Management System for Jersey and Brown Swiss Cattle**

Helps dairy producers take the next step in genetic evaluation.

KALAMAZOO, Mich., Aug. 31, 2017 — U.S. Dairy producers looking for a simple, easy-to-use way to maximize genetic testing results for their Jersey and Brown Swiss cattle now have a new data management tool in SearchPoint™ from Zoetis. SearchPoint helps producers quickly view and sort genetic results, evaluate genetic trends and benchmark genetic merit of Jersey and Brown Swiss cattle, driving better decisions for their herds.

“It’s critical for producers to get selection and breeding decisions right the first time,” said Jason Osterstock, senior director, Global Genetics Strategic Marketing for Zoetis. “SearchPoint helps producers select the animals with the greatest genetic potential in their herds and breed them to produce even more valuable offspring.”

Similar to how U.S. dairy producers use Enlight® to manage herd genetics for Holstein cattle, SearchPoint is designed for U.S. dairy customers who use the Zoetis portfolio of genetic tests for dairy cattle including Clarifide® for Jersey and Brown Swiss breeders. The power of SearchPoint is simplicity. Users can quickly access their genetic test results and easily convert them into custom reports, tables and graphs that are shareable with partners and herd advisers.

This not only sharpens the focus of herd management and breeding decisions but also can result in marketing more valuable animals.

“This is a powerful, customizable online data management tool that takes analysis of genetic data to the next level,” said Ben Vlug, director, Global Quality and Product Delivery at Zoetis. “SearchPoint helps producers visualize genetic variation information and identify outliers, enabling productivity and profitability improvement.”

SearchPoint is designed to give users a convenient way to access their Zoetis genetic testing orders for Jersey and Brown Swiss. Additionally, users can set up their accounts to receive optional text or email alerts for test submission status changes, and Zoetis representatives are available to answer questions and to help set up accounts.

To learn more about how SearchPoint can help you make informed, data-driven selection decisions check out the video on mySearchPoint.com, or contact your Zoetis representative.

About Zoetis

Zoetis 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, genetic tests, biodevices and a range of services. Zoetis serves veterinarians, livestock producers and people who raise and care for farm and companion animals with sales of its products in more than 100 countries. In 2016, the company generated annual revenue of \$4.9 billion with approximately 9,000 employees. For more information, visit www.zoetisUS.com.

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