



Zomedica Launches Voice of the Vet™ Customer Engagement Program ***Seeks to leverage insights from veterinary community to influence development of companion animal health solutions***

ANN ARBOR, Mich., Jan. 31, 2017 (GLOBE NEWSWIRE) – [Zomedica Pharmaceuticals Corp.](#) (TSX-V: ZOM), a veterinary pharmaceutical and health care solutions company, today announced the launch of its Voice of the Vet™ program created to transform collective insights from clinical veterinarians into best-in-class products and services.

By proactively engaging with members of the veterinary care team through its Voice of the Vet™ program, Zomedica aims to identify solutions that fulfill real needs in clinical veterinary practice. Program membership is free and open to members of the veterinary care team including veterinarians, veterinary technicians, veterinary technologists, veterinary assistants and practice managers.

“Zomedica wants to be known as the company that ‘gets it’ among companion animal veterinarians and that can only happen by listening to our customers early and often throughout the product development lifecycle and customer lifecycle,” stated Gerald Solensky Jr., Chief Executive Officer at Zomedica. “This program was created to support our customer-centric mission and focus on innovation.”

By joining Zomedica’s Voice of the Vet™ program, members become part of a veterinary community assembled to influence the development of innovative, needs-driven solutions that give veterinarians the opportunity to lower their costs, increase productivity, and grow clinic revenue while better serving the animals in their care. This approach to innovation aims to make members of the veterinary care team an extension of Zomedica’s product development team, a strategy often used in technology companies to focus research and development efforts.

Complimentary membership to Zomedica’s Voice of the Vet™ program includes:

- Participation in voice of customer programming to influence the solutions Zomedica brings to market;
- Subscription to the [Voice of the Vet™ blog series](#) featuring real stories told by clinical veterinarians in Q&A style interviews; and
- Email notifications on Zomedica’s [product innovations](#) for clinical veterinarians.

For more information or to join the program visit <http://www.zomedica.com/veterinarians/>

“While we have clinical veterinarians in executive management to provide voice of customer perspective, not all veterinary experiences are identical,” stated Zomedica’s Chief Operations Officer Stephanie Morley, DVM. “That’s where Voice of the Vet™ comes into play; to bridge the gap between our internal knowledge base and that of our target customers.”

Over 300 individuals including veterinarians, veterinary technicians, and practice managers, joined the program as part of its soft launch in Q4 2016 to evaluate interest within the veterinary

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community. This soft launch also introduced the Voice of the Vet™ blog series, a program extension that highlights real stories from clinical practice told through the voices of practicing veterinarians. This blog features Q&A style interviews that discuss the veterinarian's devotion to their noble profession, love for their pet patients, and the challenges of daily practice. For subscription information, to read the blog series, or to volunteer as an interview candidate visit <http://www.zomedica.com/blog/>

About Zomedica

With U.S. operations based in Ann Arbor, Michigan, Zomedica is a veterinary pharmaceutical and health care solutions company creating products for companion animals (canine, feline and equine) by focusing on the unmet needs of clinical veterinarians. Zomedica is developing a diversified portfolio to include innovative drugs, drug-delivery technologies, diagnostics, and devices. With multiple clinical veterinarians in executive management, it is Zomedica's mission to give veterinarians the opportunity to lower costs, increase productivity, and grow revenue while better serving the animals in their care. For more information, visit www.ZOMEDICA.com.

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Forward-looking information is based on the opinions and estimates of management at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking information. Some of the risks and other factors that could cause the results to differ materially from those expressed in the forward-looking information include, but are not limited to: uncertainty as to whether our strategies and business plans will yield the expected benefits; availability and cost of capital; the ability to identify and develop and achieve commercial success for new products and technologies; the level of expenditures necessary to maintain and improve the quality of products and services; changes in technology and changes in laws and regulations; our ability to secure and maintain strategic relationships; risks pertaining to permits and licensing, intellectual property infringement risks, risks relating to future clinical trials, regulatory approvals, safety and efficacy of our products, the use of our product, intellectual property protection and the other risk factors disclosed under our profile on

SEDAR at www.sedar.com. Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. We undertake no duty to update any of the forward-looking information to conform such information to actual results or to changes in our expectations except as otherwise required by applicable securities legislation. Readers are cautioned not to place undue reliance on forward-looking information.

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