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**FERA Animal Health changes name to
FERA Diagnostics and Biologicals, launches new website**

ITHACA, N.Y. (March 29, 2018) — In response to a diverse and growing demand for innovative technology that improves animal health, welfare and productivity, FERA Animal Health changed its name to FERA Diagnostics and Biologicals to reflect the company’s growth and future developments.

Founded in 2014 by Dr. Rodrigo Bicalho, FERA Animal Health’s first product, AccuMast®, was developed in response to a large demand from Central New York dairy farms for a new mastitis testing methodology. Today, the company has grown to offer a product portfolio designed to meet the real-world challenges and needs of veterinarians, livestock farmers and companion animal owners.

“The FERA team is working hard to invest in multiple aspects of animal health, leverage the strength of our research and drive product development initiatives,” says Dr. Rodrigo Bicalho, chief executive officer of FERA. “We’re combining science and innovation to bring practical, research-proven products to the animal health field. At FERA, our goal is to enhance the health, productivity and welfare of pets and production animals.”

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FERA is currently launching a line of companion animal in-clinic diagnostic kits that enable faster definitive UTI diagnoses and appropriate treatment. Tested against the gold standard of traditional lab culture, the UTid bacterial culture kit exceeded expectations with 100% sensitivity in a preliminary trial using more than 50 samples. “UTid can improve a veterinarian’s profit margins and help the clinic provide superior patient care,” adds Bicalho.

In alignment with the adoption of a new name, the company also launched a new website, an updated corporate identity and company logo.

“Our new logo combines our expansion into the small animal market with our proven products for large animals,” explains Bicalho. “This new direction is also reflected in our completely renovated website, which features an online store and resource center. We look forward to continuing to help veterinarians, livestock producers and pet owners improve animal health through accurate diagnostics and disease prevention.”

For more information about FERA Diagnostics and Biologicals, visit www.feraah.com, call (607) 273-1757 or email inquiry@feraah.com.

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LOGO CAPTION:

FERA Diagnostics and Biologicals combines science and innovation to bring practical, research-proven products to the animal health field.