

## **Chr. Hansen and Bomac Vets Plus Renew Licensing Agreement**

(Knapp, Wis-June 1, 2008)-Bomac Vets Plus, Inc., a leading animal health product developer and manufacturer, and Chr. Hansen, a leading microbial product manufacturer, recently renewed a five-year licensing agreement for Probios® brand animal health products. Under this agreement, Bomac Vets Plus has exclusive use of Chr. Hansen's beneficial bacteria strains in manufacturing and marketing Probios® brand products. In return, Bomac Vets Plus utilizes its research, development, manufacturing, and marketing strengths to grow the brand.

Probios® brand is one of the world's most recognized, researched, and used brands of Direct Fed Microbial (DFM) products, containing guaranteed levels of beneficial bacteria. Direct Fed Microbial products help animals maintain healthy microbial balance and are used as stress recovery aids and daily supplements. Bomac Vets Plus manufactures Probios® brand products for both food and companion animals, including gels, tablets, treats, boluses, suspensions, feed granules, and dispersible powders.

The two companies signed a five-year licensing agreement in 2002, and a renewal agreement began in August 2007. "Our company has experienced explosive growth since we signed our first agreement" says company President and CEO Raj Lall. "In 2008, our first quarter Probios® brand sales were up 26 percent from our 2007 first quarter."

Bomac Vets Plus brought eight Probios® brand products to the market in 2002, quickly expanding its base to 51 products. Most recently, Bomac Vets Plus released lines of dog and horse treats, gaining placement in major retail locations like Wal-Mart, PetSmart, and Tractor Supply Company. The renewed licensing agreement extends to the company's new subsidiary, Bomac Vets Plus (India) Private Limited (BVPL), allowing it to manufacture and market Probios® brand products to India and other international markets.

Lall says Bomac Vets Plus is pleased to have such a strong brand, which has become the core strength of the company's packaged goods business. The next five years will include product expansion and placement in growing animal health markets throughout the US and world. For more information about Probios® brand products and Bomac Vets Plus, please call 800-468-3877 or visit [www.probios.com](http://www.probios.com) and [www.vets-plus.com](http://www.vets-plus.com).

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*Bomac Vets Plus is a leading manufacturer and distributor of animal health and nutrition products, exporting to 24 countries worldwide. The company has a subsidiary based in Ahmedabad, Gujarat India called Bomac Vets Plus (India) Private Limited (BVPL) and a strategic partner, Bomac, of New Zealand.*

Probios is a registered trademark of Chr. Hansen.