



Pet Cause Media Selected as Preferred Provider with MWI Distinct Advantage Program

Favorable pricing and features offered to members of program.

NORTHBOROUGH, MA (January 22, 2018) – Pet Cause Media announced today that it was selected by MWI Animal Health, a Company of AmerisourceBergen and a leading distributor of animal health products, as the preferred company to offer point-of-care digital client education for its Distinct Advantage Program members.

The Distinct Advantage Program is offered by MWI to reward and support its best customers. Through MWI’s network of more than 300 Territory Managers, Distinct Advantage Members enjoy priority access to a network of trusted animal health products and services.

“The veterinary practice members of MWI’s Distinct Advantage Program are the cream of the crop,” said Pet Cause Media CEO Peter Alberti. “They understand the value of relationships which enable their practices to deliver the best care at the most favorable prices. We are thrilled to offer premium value to these practices because we know they are committed to excellence.”

ABOUT AMERISOURCEBERGEN

AmerisourceBergen provides pharmaceutical products, value-driving services and business solutions that improve access to care. Tens of thousands of healthcare providers, veterinary practices and livestock producers trust us as their partner in the pharmaceutical supply chain. Global manufacturers depend on us for services that drive commercial success for their products. Through our daily work—and powered by our 20,000 associates—we are united in our responsibility to create healthier futures. AmerisourceBergen is ranked #11 on the Fortune 500, with more than \$150 billion in annual revenue. The company is headquartered in Valley Forge, Pa. and has a presence in 50+ countries. Learn more at amerisourcebergen.com.

ABOUT PET CAUSE MEDIA

Headquartered in Central Massachusetts, Pet Cause Media is the national leader for improving veterinary practice outcomes using data. Smart Outcomes™ is a portfolio of integrated client outreach technologies for veterinary offices that focus on just-in-time messaging. Veterinary staff are made aware of products, procedures and best practices to discuss with management, trainers and product reps. Pet owners, while in a “pet frame of mind”, are presented with contextually-relevant information to discuss with veterinary staff. Benefits include increased compliance, improved pet health outcomes, and elevated practice revenues. Visit PetCauseMedia.com for more details. Follow Pet Cause Media on [Facebook](https://www.facebook.com/petcausemedia) and [Twitter](https://twitter.com/petcausemedia).

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