

INNOVACYN NAMES WINNERS OF THE “VETERICYN LOVES ANIMALS” CHARITY CONTEST

- Horse Plus Humane Society and Pet Helpers Inc. Win a Year's Supply of Vetericyn -

RIALTO, Calif, Nov. 2, 2011 - Innovacyn, the makers of Vetericyn animal healthcare products, today announced the winners of the company's "Vetericyn Loves Animals" online charity contest. Horse Plus Humane Society won the equine/large animal division, while Pet Helpers Inc. was the small animal winner. Each will receive a year's supply of Vetericyn products.

Thirty equine/large animal organizations and 49 small animal groups were nominated on the Vetericyn web site in September. Voting took place on the Vetericyn Facebook page during the month of October, with thousands of votes coming in for these worthy charities. The nominators of the winning organizations received prizes including a Vetericyn gift basket, a year's subscription to Cesar's Way magazine, and DVD sets from Clinton Anderson's Downunder Horsemanship.

Vetericyn has also offered to send product to each of the 79 nominated charities. "Once we learned more about these organizations, it became immediately clear that every single one is doing amazing, critical work, which is why we decided to provide Vetericyn products to all of them," said Rina Dakanay, social media specialist for Innovacyn. "We have been hugely inspired by these charities and the people behind them, and are honored to pitch in and help them keep the animals they serve healthy."

About the Winners

Horse Plus Humane Society (<http://www.horsehumane.org/>), located on 20 acres near Oroville, Calif., is dedicated to preventing cruelty to horses. Horse Plus typically has between 20 to 40 horses available for adoption. Since the organization was founded in 2004, it has rescued more than 1,500 equines.

Fairmont, West Virginia-based Pet Helpers Inc. (<http://pethelpersinc.org>) is a non-profit animal rescue organization that provides support to pet owners and animal caregivers, and educates the community on the importance of spaying and neutering. Pet Helpers also places homeless pets into foster families until they find permanent, loving homes.

About Vetericyn

Vetericyn animal wellness products are innovative topical solutions for the care of wounds, infections and irritations caused by bacteria, viruses, fungi or spores. Made up of compounds similar to those produced by the animal's own immune system, Vetericyn will not harm healthy tissue. Vetericyn is pH neutral, non-toxic and will not sting when applied. This no-rinse product, in solution, kills 99.999% of bacteria, viruses, fungi and spores including E.coli, Staph (MRSA), Strep, Moraxella bovis, Pasteurella,

Actinomyces and Pseudomonas aeruginosa. Containing no steroids or antibiotics, Vetericyn tests free for competitive animals. For more information, go to www.vetericyn.com.

Vetericyn partners include Cesar Millan, host of "The Dog Whisperer," and Clinton Anderson of Downunder Horsemanship. Vetericyn products are available: in pet stores nationwide, including PETCO; at feed and tack stores; via licensed veterinarians; and through the company's network of distributors.

About Innovacyn Inc.

Based in Rialto, Calif., Innovacyn Inc. is a privately held company that provides premier human and animal healthcare products based on advanced scientific research. Countless animals worldwide have safely benefited from the technology found in Innovacyn products. For more information about Innovacyn, visit www.innovacyn.com. All Innovacyn products are made in the U.S.A.

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