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VETERICYN INC. PARTNERS WITH “DOG WHISPERER” CESAR MILLAN

National Marketing Program Aligns Leading Animal Wound Care Product with Trusted Behavior Expert

(RIALTO, CALIF.) Mar. 22, 2010: Vetericyn Inc., a California-based animal healthcare company, announced that it has entered into a new marketing partnership with Cesar Millan, host of the hit National Geographic Channel program “The Dog Whisperer.” Millan appears in advertisements for Vetericyn’s line of animal wound care products, which includes formulations for companion animals such as dogs and cats, as well as horses, birds, reptiles and other pets.

Since his program first aired in 2004, Millan has been called the “Dr. Phil for dogs,” offering strategies to rehabilitate aggressive, scared, lazy, compulsive and jealous dogs. Millan’s calm-assertive guidance principals help desperate pet-owners and their dogs undergo dramatic transformations that improve the quality of life for the entire household.

“For my fans and I, our dogs are our family. When they get hurt, we want to provide them with the best care possible,” said Millan. “Vetericyn[®] helps pets heal faster from a wound or infection, and that means fewer costly and stressful visits to the vet. It’s the first line of defense to keep our loved ones healthy and safe, and I’m pleased to have the opportunity to share this fantastic product with my fans.”

As part of the marketing partnership, Millan appears in several marketing videos for Vetericyn, as well as on Vetericyn’s Web site, YouTube channel and Facebook and Twitter fan pages. Vetericyn sponsors the “Ask the Vet” section of Millan’s Web site (www.cesarsway.com) and is also prominently featured in full-page ads in Millan’s new bi-monthly magazine, *Cesar’s Way*, as well his weekly fan newsletter.

Vetericyn has continued to roll out an aggressive marketing strategy since first launching its line of animal wound care products to consumers and veterinarians in 2009. The company also recently announced a partnership with Clinton Anderson of the “Downunder Horsemanship” TV show airing on cable network RFD-TV.

Vetericyn[®] offers a treatment option that works in tandem with an animal’s immune system to fight infection and speed healing time. It is the first non-toxic broad-spectrum topical antimicrobial on the market. The landscape-altering wound and infection control technology kills bacteria (including staph and drug-resistant MRSA), viruses, fungi and spores without harming healthy tissue.

About Vetericyn Inc.

Based in Rialto, Calif., Vetericyn, Inc. is a privately held company that was formed for the purpose of providing premier healthcare products to the equine and companion animal markets. Vetericyn’s owner, the Burlingame family, has been in the animal market for over 40 years as owners of livestock and horses and breeders of hunting dogs and reining horses. For more information or to find a dealer near you, visit www.vetericyn.com or call 866-318-3116.

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