



ZOMEDICA™
Come full circle.

Zomedica Appoints Robert Cohen CEO as Company Nears Commercialization of TRUFORMA™

January 4, 2021

ANN ARBOR, Mich., Jan. 04, 2021 (GLOBE NEWSWIRE) -- Zomedica Corp. (NYSE American: ZOM) ("Zomedica" or the "Company"), a veterinary health company creating point-of-care diagnostics products for dogs and cats, today announced the appointment of Robert Cohen as Chief Executive Officer effective January 1, 2021. Mr. Cohen previously served as the Company's Interim CEO and as a member of the Board of Directors.

Mr. Cohen brings to Zomedica more than 30 years of executive leadership and operations experience from the medical device, biotechnology and pharmaceutical industries. Following his earlier tenure at three multi-billion-dollar medical technology companies, Mr. Cohen built shareholder value at a series of smaller organizations as Chief Executive Officer. The Board of Directors recruited Mr. Cohen due to his successful track record in building early-stage companies and developing and launching a series of medical devices and biotechnology products. Mr. Cohen will continue to drive the completion of the development and commercialization of the Company's TRUFORMA™ point-of-care diagnostic platform.

Mr. Jeffrey Rowe, Chairman of the Board, commented, "Over the past six months we have enjoyed collaborating with Rob and have been thoroughly impressed with his business acumen and the professional leadership skills he has brought to Zomedica at such a crucial time. The Board is excited that Rob has agreed to accept the CEO position as we near our most pivotal milestone. Rob's successful track record in launching medical devices is perfectly aligned for Zomedica's needs as we complete the development of our TRUFORMA™ platform and achieve its commercial launch. The Board and our employees remain excited about the near-term launch, our commercialization strategy, and Zomedica's longer-term growth opportunity."

"I am honored to move into the CEO role at this most pivotal time," commented Robert Cohen, Chief Executive Officer of Zomedica. "Since I initially joined the Company this past June, I have had time to appreciate the strong capabilities of not only our Board of Directors, but also the entire Zomedica team, and I proudly can say that I believe that we are strongly positioned to capitalize on our commercial launch. The industry dynamics are extremely exciting, and we believe that the large addressable diagnostic market opportunity lends itself perfectly to our TRUFORMA™ point-of-care diagnostic platform."

About Zomedica

Based in Ann Arbor, Michigan, Zomedica (NYSE American: ZOM) is a veterinary health company creating products for dogs and cats by focusing on the unmet needs of clinical veterinarians. Zomedica's product portfolio will include innovative diagnostics and medical devices that emphasize patient health and practice health. It is Zomedica's mission to provide veterinarians the opportunity to increase productivity and grow revenue while better serving the animals in their care. For more information, visit www.ZOMEDICA.com.

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Reader Advisory

Except for statements of historical fact, this news release contains certain "forward-looking information" or "forward-looking statements" (collectively, "forward-looking information") within the meaning of applicable securities law. Forward-looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur and include statements relating to our expectations regarding the public offering. Although we believe that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. We cannot guarantee future results, performance or achievements. Consequently, there is no representation that the actual results achieved will be the same, in whole or in part, as those set out in the forward-looking information.

Forward-looking information is based on the opinions and estimates of management at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking information. Some of the risks and other factors that could cause the results to differ materially from those expressed in the forward-looking information include, but are not limited to: uncertainty as to whether our strategies and business plans will yield the expected benefits; uncertainty as to the timing and results of development work and verification and validation studies; uncertainty as to the timing and results of commercialization efforts; uncertainty as to our ability to supply equipment and assays in response to customer demand; uncertainty as to the likelihood and timing of any required regulatory approvals, availability and cost of capital; the ability to identify and develop and achieve commercial success for new products and technologies; veterinary acceptance of our products; competition from related products; the level of expenditures necessary to maintain and improve the quality of products and services; changes in technology and changes in laws and regulations; our ability to secure and maintain strategic relationships; performance by our strategic partners of our obligations under our commercial agreements, including product manufacturing obligations; risks pertaining to permits and licensing, intellectual property infringement risks, risks relating to any required clinical trials and regulatory approvals, risks relating to the safety and efficacy of our products, the use of our products, intellectual property protection, risks related to the COVID-19 pandemic and its impact upon our business operations generally, including our ability to develop and commercialize our products, and the other risk factors disclosed in our filings with the SEC and under our profile on SEDAR at www.sedar.com. Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. We undertake no duty to update any of the forward-looking information to conform such information to actual results or to changes in our expectations except as otherwise required by applicable securities legislation. Readers are cautioned not to place undue reliance on forward-looking information.

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