



Zomedica Signs TRUFORMA™ Distribution Agreement With Miller Veterinary Supply

January 25, 2021

ANN ARBOR, Mich., Jan. 25, 2021 (GLOBE NEWSWIRE) -- Zomedica Corp. (NYSE American: ZOM) ("Zomedica"), a veterinary health company creating point-of-care diagnostics products for dogs and cats, today announced that it has signed an agreement with Miller Veterinary Supply ("Miller") for the distribution of TRUFORMA™, Zomedica's first product, planned to begin sales on March 30, 2021.

Miller, one of the veterinary industry's fastest growing businesses, was established in 1920 and now is the oldest wholesale veterinary distributor in the United States. The Company currently is managed by a group of veterinary industry veterans. Remaining small and independent allows Miller to provide exceptional customer service by employing knowledgeable people who know how a practice functions and by being very flexible. Not content to rest on their 100-year history, the Company is growing rapidly and expanding aggressively.

Under the terms of the distribution agreement, Miller will be representing Zomedica in states ranging from Texas to Maine, concentrated in the eastern and mid-eastern portion of the United States. As previously announced, they will be supported by several Zomedica sales employees in the field assigned to work with the Miller sales representatives to enhance the level of customer service provided relating to TRUFORMA. Zomedica currently is recruiting these support representatives as part of its commercialization preparation.

Miller assigns dedicated and educated Inside Sales Specialists and Territory Managers to each customer account. This team always is available to handle each account personally by whatever communication method preferred by the customer. They take pride in their experience and attention to customer needs. Miller provides a seamless experience between online and offline channels. Their online ordering offers speed and convenience, while their sales team always is available to offer solutions and to provide value.

"We could not be happier about signing this distribution agreement with such a reputable and highly experienced organization," stated Robert Cohen, Chief Executive Officer of Zomedica. "We believe that the principals of Miller share the same commitment to quality, customer service, and value that we hope to be hallmarks of the TRUFORMA™ line of products. We look forward to serving the veterinary community together as we introduce TRUFORMA into the marketplace."

Clay Cass, Executive Vice President and Chief Operating Officer of Miller, commented that: "It isn't often that an industry-changing product like TRUFORMA™ comes along. We are honored and excited to have been chosen to help bring this technology to market. We look forward to working together with Zomedica to introduce TRUFORMA to our many valued customers and the pets in their care."

Protected by approximately 70 issued and pending patents, the TRUFORMA diagnostic platform uses Bulk Acoustic Wave ("BAW") technology, developed by Qorvo to provide a non-optical and fluorescence-free detection system for use at the point-of-care. BAW technology, also used in cell phones and in the world's most advanced radar and communications systems, is an extremely reliable and precise technology.

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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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 future results. 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, including assumptions with respect to American economic growth, demand for the Company's products, the Company's ability to produce and sell its products, sufficiency of our budgeted capital and operating expenditures, the satisfaction by our strategic partners of their obligations under our commercial agreements, our ability to realize upon our business plans and cost control efforts and the impact of COVID-19 on our business, results and financial condition.

Our forward-looking information is 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, as well as the cost of commercialization efforts, including the cost to develop a distribution network and manage our growth; 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, and the 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 their 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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