Horse & Country TV and MedicAnimal announce TV and e-commerce partnership

Press Release – October 19th 2011

Leading online retailer, MedicAnimal, and Horse & Country TV, announced today plans to bring viewers of the channel exclusive deals on veterinary supplies and supplements for horses and dogs.

H&C TV viewers will be treated to a new promotion every week, offering special purchases and benefits only available through the channel. Viewers will be directed to a web page where the details of the special offer and a promotional code will be made available. The deals will also be promoted to H&C's 60,000+ Facebook followers.

Speaking of the new relationship, Richard Burdett, Commercial Director of H&C TV Ltd: "We want our community to have as much reason to visit us online as to watch the channel on TV. We're delighted to bring our audience special benefits through this partnership, and also offer MedicAnimal access to our half a million unique monthly viewers, most of whom are horse owners and riders."

Camille Genevard, UK Country Manager for MedicAnimal, said: "Research shows people are increasingly watching TV with their laptop to hand, and going online to purchase is a common response to seeing an ad on TV. Horse & Country represents a high value and brilliantly targeted group for us to reach with our unique online proposition."

MedicAnimal promotions will begin airing on Horse & Country TV in time for Christmas.

Notes to Editors:

H&C lives on-air and online and provides exclusive sports event coverage, news, documentary and personality-led programming to the passionate audience for horse sports and country living. The channel won the award for **'Best Specialist Channel'** in the 2011 Broadcast Digital Awards. As well as horse sports, H&C broadcasts shows about dogs, country sports and rural lifestyle. Online, H&C publish blogs and commentary provided by a range of experts and personalities, as well as business listings, classifieds, forums, and a calendar of events. H&C has a 60,000 strong Facebook following and lives online at www.horseandcountry.tv and on-air on SKY channel 280.

MedicAnimal.com is one of Europe's largest and most trusted online retailers of veterinary products and pet supplies. MedicAnimal.com was founded to make pet health care widely accessible and effortless, and it does so in collaboration with, and in complement to, the services provided by

veterinary doctors. The MedicAnimal.com catalogue of over 11,000 products includes high quality pet diets, supplements, medicines and accessories. All major brands are offered, with an emphasis on premium quality products. Also offered are veterinary prescription medicines, processed by MedicAnimal's team of vets and pharmacists. Clients can locate items using direct search or navigation by brand, animal type, and/or specific condition, and they can access advice and assistance from veterinarians whilst browsing the site, via a live chat function. The site also publishes news and advice related to animal health and medicine.

MedicAnimal.com maintains the highest levels of compliance with veterinary medicines regulations, being dually registered with both the Veterinary Medicines Directorate and the Royal Pharmaceutical Society of Great Britain. MedicAnimal.com was founded as a socially responsible alternative in pet healthcare by Ivan Retzignac, its CEO, and veterinarian Andrew Bucher, its Chief Veterinary Officer. Together, they have already managed to position MedicAnimal.com at the forefront of the British and European online veterinary retail market.

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