

## Exhaustive List of ACAREXX Publics

ACAREXX PUBLIC
Cat Owners
Cat Breeders
Cat Adoption / Shelter Administrators
Cattery Administrators
National Pet Store Administrators
Cat Show Administrators
Cat Enthusiast Website / Newsletter Editors
Cat Enthusiast Magazine Editors
Cat Enthusiast Radio Program Producers
Cat Enthusiast TV Program Producers
Feline Veterinarians / Private Practitioners
Feline Veterinarians / University Faculty
Feline Veterinarians / University Students
Veterinary Assoc. Website / Newsletter Editors
Veterinarian (Trade) Magazine Editors
Major Daily Newspaper Editors
Print Distribution Services
Consumer Magazine Editors
Network-affiliated Television News Producers
National Public Radio Producers
Food and Drug Administration (FDA) Directors
Animal Pharmaceutical Market Sector Analysts
Blue Ridge Pharmaceuticals Investors
Animal Pharmaceutical Drug Manufacturers
Animal Pharmaceutical Drug Distributors
Other Animal Pharmaceutical Sales Representatives
BRP Sales Representatives
BRP Executives / Managers / Employees
IDEXX Executives / Managers

RESOURCE / RELATIONSHIP
Request ACAREXX from vet
Request ACAREXX from vet
Request ACAREXX from vet
Request ACAREXX from vet
Provide access to cat enthusiasts
Allow BRP sponsorship
Provide access to cat enthusiasts
Provide access to cat enthusiasts
Provide access to cat enthusiasts
Provide access to cat enthusiasts
Recommend / prescribe ACAREXX
Recommend / endorse ACAREXX
Recommend / endorse ACAREXX
Endorse ACAREXX / provide access to vets
Provide access to veterinarians
Provide access to consumers
Provide access to consumers
Provide access to consumers
Provide access to consumers
Provide access to consumers
Approve ACAREXX
Recommend BRP stock
Buy BRP stock
Produce ACAREXX
Recommend / sell ACAREXX to veterinarians
Recommend / sell ACAREXX to veterinarians
Recommend / sell ACAREXX to veterinarians
Research, develop & market ACAREXX
Provide BRP with resources for R&D