

Zomedica Announces Designation of PulseVet® System as the Official Shock Wave Therapy of the National Cutting Horse Association

ANN ARBOR, MI / September 6, 2022 / Zomedica Corp. (NYSE American:ZOM)

("Zomedica" or the "Company"), a veterinary health company offering diagnostic and therapeutic products for equine and companion animals, is pleased to announce that the PulseVet system has been named the Official Shock Wave Therapy of the National Cutting Horse Association.

"The NCHA is delighted for this longstanding partnership with PulseVet to continue," said Jay Winborn, NCHA executive director. "It is no secret that cutting horses give us their all, both in and out of the arena. It is an easy decision for NCHA to partner with a company like PulseVet, that strives to better enhance the quality of life for our cutting horse athletes."

Zomedica's PulseVet system is the leader in electro-hydraulic shock wave technology for treating a wide variety of conditions in veterinary patients. The non-invasive therapy utilizes high-energy sound waves to stimulate cells and release healing growth factors in the body that reduce inflammation, increase blood flow, and accelerate bone and soft tissue development. PulseVet's technology is clinically proven to treat tendon, ligament and muscle injuries, osteoarthritis, degenerative joint disease, navicular syndrome, chronic back and neck pain, fractures, and wounds.

"I am thrilled to partner with the NCHA and help educate the many members who share my passion for great horses and good dogs," said Trudy Gage, PulseVet Director of North American Sales, and Client Education. "I know the challenges faced when a horse or dog suffers a sports injury or experiences chronic pain. That is why it is so exciting to be the official shock wave therapy of the NCHA. Now, we can ensure that all members can access the help their best friends deserve."

"We consider it a great honor to partner with NCHA as its Official Shock Wave Therapy, especially since our newest board member, Dr. Pam Nichols, is a cutting horse competitor and NCHA member," Zomedica CEO Larry Heaton said. "Zomedica and the NCHA share a commitment to providing the best possible care for horses at every level of training and competition, whether that be rehabbing from an injury or maintenance to stay at peak performance."

For more information about Zomedica and PulseVet, please visit www.zomedica.com.

About the National Cutting Horse Association

The NCHA promotes and celebrates the cutting horse, whose origin on Western ranches allows us to support ranching and its western heritage. By establishing rules for the conduct of cutting horse shows, NCHA strives to give cutters a level playing field and a progressive

class structure, which accommodates everyone from the beginner to the advanced competitor. NCHA draws on the diverse talents and background of its members and encourages their participation in helping it achieve these goals.

About Zomedica

Based in Ann Arbor, Michigan, Zomedica (NYSE American: ZOM) is a veterinary health company creating products for equine and companion animals by focusing on the unmet needs of clinical veterinarians. Zomedica's product portfolio includes 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 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 an internal sales force and manage our growth; uncertainty as to our ability to successfully integrate acquisitions; uncertainty as to our ability to supply products 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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