

First Priority, Inc. enters into a joint venture with Cornerstone Animal Health Holdings.

ELGIN, Illinois, CARROLTON, Texas, and KANSAS CITY, Missouri, September 23, 2013/PRNewswire/-- *First Priority, Inc.* is pleased to announce a joint venture with Cornerstone Animal Health effective September 1, 2013.

"I am delighted to announce this partnership with Cornerstone," said Larry Schneider, CEO and owner, of First Priority. "Cornerstone strengthens First Priority by adding a commercialization team with in-depth knowledge and understanding of distribution, marketing and manufacturing in the animal health industry. The venture with Cornerstone allows us to drive increased revenues from our existing line of generic drugs to both fund our current project development programs and pave the way for new product and company acquisitions.

"We see this team's ability to utilize their successful experience in promoting pioneer products, introducing fighting brand strategies, managing multiple private label initiatives, and as effective competitors in the generic drug industry as a perfect fit for First Priority. Cornerstone's unique understanding of all levels of the trade channel as well as the customer's needs and expectations will further improve our responsiveness to market opportunities and will be paramount to the acceleration of our growth in this exciting business environment," said Schneider.

"This is a great opportunity for Cornerstone to align with a proven manufacturing operation and continue to bring innovative products and programs to our distribution partners and customers." says Bob Van Schoick of Cornerstone Animal Health. "Our team is excited to be working with the First Priority distributor network to expand both the scope and overall contribution of the First Priority brand within their respective portfolios."

Chris Ragland, Managing Principal of Axxiom Consulting who served in an advisory role to Cornerstone during the negotiations sees the collaboration as significantly strengthening the overall value of the enterprise, "The Cornerstone team brings a notable depth and breadth of commercialization talent, with highly successful operators from both the multinational pioneer and generic drug manufacturing industries. We expect the venture to produce significant organic growth for the current portfolio as well as attract both in-licensing agreements and fee-for-service commercialization arrangements from new market entrants lacking the sales infrastructure to effectively compete in the US market."

About First Priority – www.prioritycare.com

Larry, Martha, and Phil Schneider are the owners of First Priority, Inc. founded in 1987. With over 27 years of manufacturing experience in ointments, powders,

solutions, suspensions, pastes, tablets, and more than 100,000 sq feet of FDA approved space that includes manufacturing, warehousing, and a state of the art laboratory, First Priority has become a leading manufacturer in the generic animal health industry. First Priority currently has gained approval for 15 ANADA's and is committed to developing new ANADA and NADA products, as well as, partnering with companies interested in co-developing products for the animal health market.

About Cornerstone Animal Health – www.cornerstoneanimalhealth.com

Founded by Vince Palasota, Bob Van Schoick, Mark Middleton, Mike Dooley and Chuck Hollingsworth in January 2013, Cornerstone Animal Health is focused on product commercialization in the animal health and pet markets. With extensive sales and marketing experience in distribution, manufacturing and pet retail, Cornerstone brings a new dimension and vision to the animal husbandry industry.

Cornerstone has recently entered into a joint venture with Animal Health Technologies (www.vibzinside.com) to market a line of products for anxiety-related issues in pets. Additionally, Cornerstone has partnered with the Dutch manufacturer, Isogen Animal Care (www.mastiline.com) to market and distribute Mastiline™, an inline device to monitor somatic cell counts of individual dairy cows. This novel technology allows dairy producers to initiate a precision sub-clinical mastitis management program designed to maintain desired bulk tank somatic cell count averages for improved milk quality and profitability.

About Axxiom Consulting – www.axxiomconsulting.com

Axxiom Consulting (AXC) is a leading provider of strategic consulting services for the US animal health industry. AXC offers the industry's most experienced group of senior operators with extensive expertise in the areas of animal health manufacturing, development, commercialization and general strategy initiatives. AXC's clients include multi-national pioneer drug and generic manufacturers, private equity firms with an interest in the animal health market as well as other animal health related concerns. AXC operates from its offices in Kansas City, MO and Salisbury, MD.

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