

FOR IMMEDIATE RELEASE

PonyUp Technologies launches its revolutionary equine health monitoring system

Richardson, TX – September 2, 2016 — PonyUp® Technologies, a privately held Texas corporation that develops medical diagnostic-quality solutions for the equine market, recently unveiled its new VetCheq® system.

This innovative technology makes life easier and healthier for horses, owners, and equine vets, as it is an easy-to-use, horse-friendly device allowing end users to properly monitor the health of their horses in real time. VetCheq currently provides critical diagnostic quality information that includes continuous arterial blood pressure, cardiac function including pulse, an EKG equivalent readout, and respiration. The system delivers this vital data to any Wi-Fi-enabled device where and when it is needed most.

“It’s really amazing,” said David Mace Roberts, General Counsel of PonyUp Technologies. “It’s the sort of technology and solution that veterinarians, breeders, race tracks, owners, pharmaceutical manufacturers, and transport companies have been looking for, because it’s proactive rather than reactive. Meaning, you can focus on the wellness of your horse in real time rather than fixing it after the fact.”

Placed on a horse’s front leg in a lightweight, breathable wrap boot, the device uses Bluetooth technology to transmit health data to a local software monitor, where it is then displayed in digital and graphical format and uploaded to the VetCheq Cloud application. The cloud formats the data into readable information, allowing it to be viewed, downloaded, shared and accessed on any smart device from anywhere in the world with Wi-Fi connectivity.

“Say you’re in Lexington, Kentucky, and you have a multi-million-dollar horse racing in Dubai,” said PonyUp CEO Sharon Caswell, “You can pull up your horse’s information at any time and answer questions like, ‘Is he stressed?’ or ‘Is he doing okay?’”

Users can set thresholds in order to receive text messages or audio alerts about the state of their horse’s health. With its unique set up, it’s changing the game for horse health in general and providing a competitive advantage for horses entering any competition, Caswell said.

In fact, VetCheq is the first device to provide the same precise central arterial blood pressure that is seen in a surgical environment in which an invasive arterial catheter is used. Unlike the

catheter, however, the VetCheq system is non-invasive and data is saved and offers an abundance of possible applications for research, medical record management, and teaching.

“The device that we have actually samples 250 records a second, so it paints an accurate picture of what’s going on inside that horse,” Caswell added.

“The technology that drives the VetCheq monitor will not just revolutionize the way we get our circulatory system status,” said FEI veterinarian Mike Tomlinson, “it will change our understanding of what the data really means in terms of diagnosis and prognosis.”

Its conception dates back to a tragic accident that took place in 2008 in Benbrook, Texas, when a little girl was dragged over a mile to her death by her spooked horse.

“I can’t tell that story without crying,” Caswell said. “I just remember thinking, ‘I’m an engineer, and I’m working in advanced technology, why can’t we use technology to stop something like this from happening?’ We would need to see all the vital information as it is happening, because when a horse bolts like that, it ramps from zero to ninety.”

VetCheq pricing also makes it an ideal tool for any professional equine handler or caregiver. The software allows invited guests to access data, making it an essential tool in any large equine facility.

“It’s not just for elite horse owners,” Roberts said. “It’s for anyone who wants to proactively manage the health of their horse and prevent it from going through pain and trauma now or later on.”

About PonyUp

PonyUp® Technologies was founded on the simple desire to make life better for horses and their handlers. Several products are being added to the company’s portfolio that will give equine professionals a better way to manage the health and conditioning of their horses. The objective is to bring products to market that are simple to use and yet have a profound and game-changing impact on health and conditioning. PonyUp products can be used where they are needed, can send data to anyone with the need to know, and can interface with other systems to add value. PonyUp’s mission is to offer easy-to-use, advanced equine diagnostic tools to simply make life better for horses and their caregivers.

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