

## KindredBio Launches PickyOrSick.com for Cat Owners

*Website helps educate owners about the importance of even subtle changes in eating and drinking behavior*

Nearly every day, cat owners across the United States ask the internet to help them determine if their cat is sick.<sup>1</sup> Now, there is a science-based resource: [PickyOrSick.com](https://PickyOrSick.com). The new website from Kindred Biosciences, Inc., (NASDAQ: KIN), helps owners recognize changes in eating and drinking behavior in their cat and directs them to a veterinarian.

### Clients Look Online to Determine if Their Cat is Sick<sup>1</sup>

- 3,365 searches for “Is my cat sick?”
- 1,964 searches for “How to tell if my cat is sick?”
- 1,910 searches for “Signs my cat is sick”
- 982 searches for “How can I tell if my cat is sick?”
- 717 searches for “How do I know if my cat is sick?”

“The best resource will always be the veterinarian. Yet, the society we live in today is technologically capable of providing answers at the stroke of a keyboard,” says Christina Fernandez, DVM, DACVECC, MRCVS, Senior Manager, Veterinary Affairs, at KindredBio. “What’s not often mentioned online is that cats do not tolerate even short periods of inadequate nutrition. It can be critical to seek veterinary care immediately if an adult cat refuses food for even just a day.”

Veterinarians can feel comfortable knowing [PickyOrSick.com](https://PickyOrSick.com) provides research-backed information and always directs owners to make an appointment at their local veterinary clinic, Dr. Fernandez explains.

[PickyOrSick.com](https://PickyOrSick.com) does not contain ads or product promotions. The streamlined, mobile-optimized site features:

- A five-question quiz to encourage owners to seek veterinary advice regarding changes in their cat’s eating and drinking behavior
- Suggestions for determining whether their cat’s behavior is a sign of illness or just picky eating

- A downloadable log to help monitor their cat's behavior and that can be shared with their veterinarian
- Tips for an easier trip to the veterinary clinic

“There’s a perception that cats are picky eaters, but cats should have regular eating patterns,” Dr. Fernandez says. “Sudden changes in eating behavior can be a sign of a serious underlying illness or disease. At KindredBio, we want to ensure our feline friends get the care they deserve.”

### **About Kindred Biosciences**

Kindred Biosciences is a commercial-stage biopharmaceutical company focused on saving and improving the lives of pets. Its mission is to bring to pets the same kinds of safe and effective medicines that human family members enjoy. The Company’s strategy is to identify compounds and targets that have already demonstrated safety and efficacy in humans and to develop therapeutics based on these validated compounds and targets for cats, dogs, and horses. The Company has a deep pipeline of novel drugs and biologics in development across many therapeutic classes.

Visit <http://kindredbio.com> for more information.

### **Contact**

Rebecca Peskin  
[marketing@kindredbio.com](mailto:marketing@kindredbio.com)  
(650) 701-7901

Jenny Ryan  
[Jenny.Ryan@KindredBio.com](mailto:Jenny.Ryan@KindredBio.com)  
(620) 388-3937

<sup>1</sup> Google Trends Data. 2018 Web Searches in the United States. Accessed March 21, 2019. Additional content references can be made available upon inquiry.

©2019 Kindred Biosciences, Inc., 1555 Bayshore Hwy. Suite 200 Burlingame, CA 94010.  
All rights reserved.

US-CORP-1900068 APR-19

If you would rather not receive future communications from KindredBio, let us know by clicking [here](#).