



FOR IMMEDIATE RELEASE
January 9, 2023

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BuddyID™ announces a Partnership with FirstVet & the launch of BuddyID™ collar tag

Announcement comes in advance of this Winters upcoming 2023 VMX Veterinary Meeting and Expo

Covington, LA/Orange City, IA — Microchip ID Systems, a longtime leader in the animal microchip and companion pet registry industry, is announcing its partnership with FirstVet. FirstVet will provide telehealth services to Microchip ID Systems customers that register their companion animals to the BuddyID™ registry and sign up with FirstVet.

FirstVet will provide a 5-step healthy pet check up to all pet parents registered in the BuddyID™ database that have signed up with FirstVet. The checkup will be a 15-minute consultation with a licensed veterinarian designed to cover 5 key areas. They include oral health, skin and coat, ear and rear, food, movement, and mobility recommendations. The virtual telehealth evaluation will help pet parents understand the importance of regular veterinary visits as well as prepare new pet parents on what to look out for when it comes to caring for their pets.

At the same time, Microchip ID is launching a revolutionary new product that promises to make their BuddyID™ registry even more responsive and user-friendly than ever before. A unique QR code on each BuddyBadge™ allows lost pets to be immediately identified by anyone with a smartphone. This ensures that animals can be identified and returned to their owners quickly and reliably even when no microchip reader is available. The QR code on the tag is permanently linked to the BuddyID™ microchip registration. The registration covers the lifetime of the pet and provides double protection in case they're ever separated from their owners.

Additionally, the BuddyID™ database enables pet owners to designate trusted locations—such as a neighbor's home or a veterinarian's office—as a SafePlace™ so that the pet can be easily brought to the closest one if the pet parent is unreachable. A Free SearchALERT™ can be launched as soon as a pet goes missing, which will automatically flag the pet's microchip in the BuddyID™ database and in the national lookup tool.

“Our team has worked in this space for more than 30 years and we're passionate about creating a safer, healthier environment for pet parents and their pets”, Karwowski explains. “That's why we've included many benefits for BuddyID™ members in addition to this groundbreaking collar tag and the FirstVet partnership that bring value to the pet parents. Beyond the BuddyBadge™, pet parents get access to our library of training resources and real-time customer care.”

"We're proud to partner with Microchip ID Systems for the BuddyID registry and collar tag. FirstVet has helped more than 1 million pets through digital innovation, and we're committed to supporting pet parents in taking the best care of their loved ones. One of the benefits of FirstVet is to reduce anxiety at a time of stress, and the collar tag along with the SearchALERT is clearly a great value proposition for any pet parent", says David Prien, co-founder and CEO of FirstVet.

About BuddyID

BuddyID™ is the Pet Registration Division of Microchip ID Systems, a Revival Animal Health company. For more than 30 years, Microchip ID Systems has served as a global leader and innovator in the arena of animal identification and recovery. Our registry of nearly 1 million pets provides lifetime registrations to pet owners with any brand of microchip. The registry is named after our best-selling microchip, the BuddyID™ Mini Chip. Our latest innovation is the BuddyBadge™, the industry's first pet tag with a full circle connection between the permanent identification (the microchip) and the unique QR code on the tag to connect directly to the pet owner with a simple scan using any smartphone. For more information, visit buddyid.com.

About FirstVet

FirstVet is an independent digital veterinary service that offers video consultations to pet owners for advice and guidance on their pets - wherever they are.

FirstVet started in 2016 in Sweden and has since launched across Scandinavia and the UK, as well as in Germany and the USA. FirstVet launched its UK online veterinary service in April 2019 and has been growing ever since, helping more than 1 million pets to date.

FirstVet's video vet service is staffed by experienced UK-registered veterinarians, who provide triage and advice, and if necessary, refer the owner and their pet to a physical veterinary clinic. The service runs 24 hours a day and 7 days a week, whether pet owners are at home, at the park, or hiking in the mountains.

