



First iPad Dairy App Available on iTunes

January 14, 2011: For immediate Release

CORCORAN, CA – Virtus Nutrition today announced the successful launch of the Omega Value Calculator, the first iPad app designed specifically for the dairy industry. The free app hosts a wealth of information on omega fatty acid technology for dairy producers, nutritionists, veterinarians, and others interested in projecting potential returns on feeding a modern dairy diet that is accurately balanced with the proper amount of Omega-3s and Omega-6s at the right stage of lactation.

Virtus Nutrition has developed this app to help producers make more rigorously informed buying decisions about the inclusion of timed and balanced Omegas in their dairy diets and to provide a mobile reference hub of performance data, both at the university and on the dairy.

The application, available free through Virtus Nutrition and iTunes, is designed to support progressive dairy professionals interested in gathering nutrition information in new ways and using it to chart a more stable and profitable business course. "In the dairy industry today, many things are out of our control and margins are squeezed. Producers need to take an offensive stance by leveraging all advantages available," says Matt Swanson, owner of Virtus Nutrition. "Omega Nutrition technology is exactly the tool the industry is seeking. With the new Virtus iPad app, leading edge solutions to enhanced profitability are just a touch away."

This app is the latest example of a continuing effort by Virtus Nutrition to provide practical, cutting edge technology solutions for the dairy industry. The way producers are accessing information is rapidly changing and the new Omega Value Calculator for iPad is an innovative, interactive mobile platform that gives producers more control with decision making tools to improve the profitability of their dairies.



Virtus iPad app, page 2

The Virtus Nutrition iPad app includes:

- 1) The Omega Value Calculator™ to compute the projected return on investment from feeding a diet that is balanced with the right levels of omega-3s and omega-6s and able to deliver them at the right time in the right place;
- 2) Current university and field research on omega fatty acid nutrition, including research on Virtus Nutrition's Prequel 21 with omega-6s and StrataG with EPA and DHA omega-3s;
- 3) Information on the Omega Nutrition Solution program by Virtus Nutrition and a locator tool to assist users in contacting their local Virtus Nutrition representative for additional Omega product information and personal support for the Omega Value Calculator.

For more information regarding Virtus Nutrition's iPad application or the Omega Nutrition Solution, go to www.virtusnutrition.com or email info@virtusnutrition.com.

Virtus Nutrition, a Swanson Family Company based in Corcoran, California, is known for science-based nutrition solutions for dairy cattle. Their fatty acid research platform has led to the development of the Omega Nutrition Solution™, which includes feeding Prequel 21 with precise levels of omega-6s in the pre-fresh period and StrataG with exact amounts of EPA/DHA Omega-3s fed during the fresh and breeding stages of lactation. This technology reliably delivers more milk, consistently improves conception rates, and dramatically increases both follicle size and embryo retention at the university...and on the dairy.



Smart Solutions For Innovative Dairies