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**FOR IMMEDIATE RELEASE**

**Branen Promoted to CEO of BioTracking LLC**

Moscow, Idaho – BioTracking, LLC, announces the promotion of Dr. Josh Branen to the position of Chief Executive Officer (CEO). As CEO, Dr. Branen will guide overall business operations while overseeing product development.

Dr. Branen has been with BioTracking since July 2008 in the role of research scientist. In that capacity he has helped develop and bring to market a number of products including: BioPRYN<sub>QK</sub>, BioPRYN<sub>WILD</sub> and the new BioPRYN assay. In addition Dr. Branen helped secure two Phase I Small Business Innovation Research grants from the United States Department of Agriculture and the National Institute of Health.

Dr. Garth Sasser, BioTracking's President, and Alex Sasser, BioTracking's Director of Business Development and Finance, concur that, "Dr. Branen brings a combination of technical and leadership skills for adding to and diversifying our company's product offerings. His experience and understanding of new technologies adds to our competitive position in the animal diagnostic market."

"The Sasser Family, the BioTracking Team and all of our BioPRYN affiliate labs have done a great job laying a strong business foundation. I look forward to providing the support, motivation and leadership that will allow BioTracking to continue to develop and provide tools that can assist veterinarians, researchers and producers in efficiently and effectively managing and understanding livestock," says Dr. Branen.

Dr. Branen, a native of Moscow, Idaho, received his undergraduate degree in psychology from the University of Montana, a Master of Education in counseling from Northern Arizona University, and a doctorate in molecular biology and biochemistry from the University of Idaho.

He is a current member of the University of Idaho's Biological Applications of Nanotechnology (BANTech) program. In addition to research activities, Dr. Branen was an academic All-American running back at the University of Montana, a 1997 runner-up to Peyton Manning for the Draddy Award, and held football coaching positions at Northern Arizona University and the Scottish Claymores of the NFL Europe League.

Based in Moscow, Idaho, BioTracking, LLC is a global provider of BioPRYN and other diagnostic tools to help improve livestock health and production.

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**Editor's note:**

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