Sure Petcare Launches SureFeed® Microchip Pet Feeder Connect

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New Connected Feeder Helps Pet Owners Monitor and Understand Eating Behavior of Pets

MADISON, N.J.--(BUSINESS WIRE)--Sure Petcare, the pet technology specialist, today announced the launch of the SureFeed® Microchip Pet Feeder Connect, the next generation of the best-selling SureFeed Microchip Pet Feeder, which monitors the eating behavior of pets. The smart feeder monitors how much and when a pet eats, sending real-time updates directly to the pet owner’s phone. The new product also features integrated scales, which enable owners to provide accurate food portions to their pet at every meal.

Feeding behavior is a key indicator of health for pets with a loss of appetite or change in feeding habits often being one of the first signs of illness. The SureFeed Microchip Pet Feeder Connect records the time and weight of food consumed by a pet each time they eat from the feeder, reporting it directly to the Sure Petcare app. Overtime, this enables pet owners to build a comprehensive understanding of their pet’s unique feeding patterns, making it easier for them to spot changes in their pet’s health and well-being earlier than they may otherwise have been able to do so.

The SureFeed Microchip Pet Feeder Connect also enables owners to personalize their pet’s feeding regime to suit their unique needs, whether that is to help address a specific health concern, such as obesity, or to establish a consistent and appropriate feeding routine to benefit all pets. Using the app, pet owners can specify the weight of a food serving for their pet. Once completed, every time they add food to the bowl, the integrated scales will weigh the food and LEDs on the front of the feeder will indicate when the correct portion weight has been reached.

Once connected to the Sure Petcare app via the Hub (sold separately) owners can:

- **Monitor food consumption**: See how much, how often and for how long their pet eats, to get a comprehensive view of their pet’s eating patterns.
- **Receive detailed insights**: Notice changes in feeding behavior which may be early indicators of illness or behavioral issues.
- **Set and manage accurate food portions**: Set the portion size and type of food to be served for up to two types of food (e.g., wet and dry). Once portion sizes have been set up in the app, the product’s integrated scales weigh food as it is added to the bowl.
- **Gain peace of mind**: Check their pet was last fed and how much food is left in their bowl. This provides great peace of mind when owners are away from home.
- **Connect with family and friends**: Share access to the app with friends and family, which is ideal for pet sitters and day-to-day care.
- **Use with existing Sure Petcare “Connect” products**: Each hub can connect up to 10 devices within the same household, enabling pet owners to manage all of their Sure Petcare “Connect” products from the same app account. The Hub also is compatible with the SureFlap® Microchip Pet Door Connect and SureFlap® Microchip Cat Flap Connect.

David Hallas, DVM, MBA, managing director, Sure Petcare, and a veterinarian by training, said, “The SureFeed Microchip Pet Feeder Connect not only provides owners with peace of mind and control over portions, but also enables owners to link all their SurePetcare Connect products within one app. This provides owners with a detailed picture of their pet’s overall health and well-being with all data feeding into one screen. Owners can check their pet’s access in and out of the home as well as changes in feeding behavior, and we expect to add more products to the Sure Petcare Connected Pet Ecosystem in the future.”

Ken Lambrecht, DVM, medical director, West Towne Veterinary Center and Pets Reducing for Rescues, Madison, Wisconsin, said, “Feline weight management is a critical element to ensure a happy, healthy cat. In my veterinary practice and through my current scientific research, we have found improved compliance and detection by using innovative technology in pet home-health feeding and monitoring. The SureFeed Microchip Pet Feeder Connect is a game-changing feeder, as it allows pet owners to control and measure food consumption, manage accurate portion size and provide detailed analysis of eating behavior. Changes in feeding behavior can be early indicators of illness, pain and behavioral issues.”
Almost 60 percent of US cats share their home with another feline friend, while many of them also cohabit with a dog. The SureFeed Microchip Pet Feeder Connect is ideal for multi-pet households, as the product uses a pet’s identification microchip, or Sure Petcare collar tag, as a unique “key,” allowing only authorized pets to access the food in the bowl. Preventing food stealing by other pets in this way not only leads to more harmonious mealtimes, but also makes the SureFeed Microchip Pet Feeder Connect a must-have for the many households where pets are on either prescription diets or weight management programs.

Pet technology continues to be a growing industry, with the global market expected to increase to $2.36 billion by 2022, according to Grand View Research. In 2018, pet owners spent a whopping $10 billion on general products and services for their animals.iii

The SureFeed Microchip Pet Feeder Connect is available to purchase online across the U.S. at www.surepetcare.com and in the coming weeks from leading pet retailers. The Hub is sold separately.

Pricing and Product Information

SureFeed Microchip Pet Feeder Connect: Box contains:
1 x single food type bowl and bowl supports
2 x half bowls and bowl supports (to be used together when feeding two different types of food)
1x mat (to collect food spills)
1x Sure Petcare RFID Collar Tag (for non-microchipped pets)

- Works with all common identification microchips
- Stores up to 32 pet identities in memory
- Powered by 4 x C batteries. Typical battery life: 6+ months
- 3-year warranty

The Sure Petcare Hub: can be purchased separately.
- Required to connect the Microchip Pet Feeder Connect with the Sure Petcare app
- Connects up to 10 devices within the same household
- Compatible with the SureFlap Microchip Cat Flap Connect and Microchip Pet Door

Sure Petcare App

The Sure Petcare app is available for free download on the App Store (iOS 9 or later) and Google Play (Android 4.4 or later).

The Sure Petcare web app is available at surepetcare.io. Desktop requirements: latest version of Safari, Chrome, Firefox or Internet Explorer on Mac OS X v10.9 or later and Windows 7 or above.

About Sure Petcare

Sure Petcare, the pet technology specialist, provides pet products that empower owners to care for their pets in entirely new ways. Founded in 2007, we have developed an award-winning range of microchip-operated pet doors and feeders, which solve many problems commonly experienced by pet owners. Sure Petcare, along with HomeAgain, is a Companion Animal portfolio of digital products within Merck Animal Health.

In 2017, Sure Petcare expanded its product range to include connected devices designed to provide proactive pet care by giving owners data and insight into their pets’ day-to-day behaviours, activities and routines. Over time, this information will provide pet owners a greater understanding of their pet’s health and well-being. Sure Petcare sells direct through retail stores and veterinary practices in 35 countries.

Through its commitment to The Science of Healthier Animals®, Merck Animal Health offers veterinarians, farmers, pet owners and governments one of the widest ranges of veterinary pharmaceuticals, vaccines and health management solutions and services as well as an extensive suite of digitally connected identification, traceability and monitoring products. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals and the people who care for them.

For more information, visit www.surepetcare.com or connect with us on LinkedIn, Twitter, Facebook or Instagram.

Forward-Looking Statement of Merck & Co., Inc., Kenilworth, N.J., USA

This news release of Merck & Co., Inc., Kenilworth, N.J., USA (the “company”) includes “forward-looking statements” within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. These statements are based upon the current beliefs and expectations of the company's management and are subject to significant risks and uncertainties. If underlying assumptions prove inaccurate or risks or uncertainties materialize, actual results may differ materially from those set forth in the forward-looking statements.

Risks and uncertainties include but are not limited to, general industry conditions and competition; general economic factors, including interest rate and currency exchange rate fluctuations; the impact of pharmaceutical industry regulation and health care legislation in the United States and internationally; global trends toward health care cost containment; technological advances, new products and patents attained by competitors; challenges inherent in new product development, including obtaining regulatory approval; the company’s ability to accurately predict future market conditions; manufacturing difficulties or delays; financial instability of international economies and sovereign risk; dependence on the effectiveness of the company’s patents and other protections for innovative products; and the exposure to litigation, including patent litigation, and/or regulatory actions.

The company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise. Additional factors that could cause results to differ materially from those described