

## For immediate release

4th June 2007

### Onstream Communications Ltd – a new and unique force in the animal health sector

The creation of **Onstream Communications** is announced today. Mark Johnston, leading a Management Buyout of certain assets from John Alborough's JCA Media Group, has joined with Alison Lambert who has merged her Onswitch Insight Ltd business into the company.

The new company will publish *Veterinary Review* and other veterinary titles and has acquired *Vetstream* (publishers of *Canis*, *Felis*, *Equis* and *Lapis* as well as providers of *WebPartner*), *AllVet* (the database of veterinary practices) and *Vetstart*, as well as the Distribution Licence of *Vet'Kiosk* in the UK and Ireland. The Onswitch portfolio of services will dovetail with *Vetstream's* making Onstream uniquely placed to provide a range of integrated communication tools and services to the animal health sector.

Mark Johnston and Alison Lambert will be equal shareholders in the new business with Mark becoming Managing Director and Alison Lambert becoming Sales and Marketing Director, Wendy Miller-Smith assumes Onstream responsibility for the delivery of the Onswitch business activities.

JCA Media Group will continue their activities building the brand strength developed by John and Penny Alborough and their team over recent years. John will remain an influential authority in the Veterinary and Animal Health markets and continue to offer high quality PR, Association Management services as well as publishing AHN.

Partner Capital advised on the transaction and raised all the finance from private investors led by David Simpson, one of the founders of Petplan, who becomes Chairman of Onstream. Among the other investors is Philippe Moreau, the French veterinarian who created *Vet'Kiosk* who is also International Executive Director of the Southern European Veterinary Conference (SEVC) and Past President of The North American Veterinary Conference (NAVC).

"Onstream is uniquely poised to provide a complete range of communications and content solutions within the Animal Health marketplace to the veterinary profession, industry as well as pet owners. We are bringing together a strong focused team supported by investors who bring skills and experience relevant to this new type of business." Mark Johnston said.

"The creation of Onstream is an exciting new phase for all of us, we are now able to benefit from the linking of customer insight and understandings to key products and services, all of which will enable enhanced business relationships across the animal health sector" Alison Lambert said.

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**veterinaryreview**

**ALLVET**

**onswitch**

**Canis**  
Vetstream

**Equis**  
Vetstream

**Felis**  
Vetstream

**Lapis**  
Vetstream

**Vetstart**

**WebPartner**  
Vetstream

**Nurses**  
Vetstream

**vet'kiOSK**