



Electronic Filing Instructions **Velcera Inc. Shareholder Litigation**

I. Important Notes – PLEASE READ

Please **ONLY** provide the number of shares of Velcera common stock held as of April 1st 2013.

DO NOT provide trade activity during the Class Period – your file will be rejected.

- Electronic claim submissions apply to institutions filing on behalf of multiple clients or proprietary accounts.
- Electronic claim submissions **MUST** be accompanied by all documentation requirements outlined in Section III of these instructions.
- Only Velcera common stock is eligible in this litigation (CUSIP 922563101).

II. Methods of Submission

Electronic files will not be deemed properly submitted unless the Claims Administrator issues an email after processing your file with your claim numbers and respective account information. Do not assume that your file has been received or processed until you receive this email. If you do not receive such an email within 10 days of your submission, you should contact the electronic filing department at eClaim@gardencitygroup.com to inquire about your file and confirm it was received and acceptable.

The following methods are available for submitting your electronic claims:

1. Internet – GCG ICE (www.qcgice.com)

- GCG ICE™ is GCG's secure and user-friendly website, designed to meet the claim filing needs of institutional investors in securities class actions. Using GCG ICE™, registered users have the ability to upload their electronic claim submissions directly and securely to GCG and the benefit of being able to view the history and status of these submissions 24 hours a day, 7 days a week. The history and status functionality features access to claim numbers and specific claim rejection reasons, with instructions on how to fix rejected claims. Please visit www.qcgice.com to register today so you can benefit from this service in this and other, future settlements.

2. **Email**

- You may email your electronic claim submission to eClaim@gardencitygroup.com.
 - If you choose to email your file, you **MUST** also attach all documentation requirements in the email as .pdf documents or equivalent.

3. **Mail**

- You may send your electronic claim submission in the mail on a disk or CD along with all other documentation requirements. Please use the P.O. Box address on top of page 1 of the Proof of Claim and Release and add "Attn: Electronic Filing Department". If you need to send your submission via Federal Express or UPS, you may use the below street address:

Velcera Inc. Shareholder Litigation
c/o Garden City Group, LLC
Attn: Electronic Filing Department
5151 Blazer Parkway, Suite A
Dublin, OH 43017

III. **Documentation Requirements**

The documentation requirements outlined below **must** be submitted with your electronic file. Your electronic claims will **not** be considered valid until **all** documentation requirements are received. Please note that one single document may meet more than one requirement.

1. **One Signed Proof of Claim and Release**

- You must complete the Claimant Information page (Part II – page 3) and Release of Claims and Signature page (Part IV – page 5) of a single Proof of Claim and Release form, which will serve as an "umbrella" or "master" claim form for all accounts on your electronic file.
- The claim form **must** be signed by an authorized signatory and state the capacity (job title) of the signatory.
- You may reference the term "Various Accts" for the beneficial owner name if you are filing on behalf of multiple accounts or clients.

2. **Signature Verification Document**

- You must provide a document verifying that the individual who signed the claim form and any supplemental documents is authorized to sign on behalf of his/her company. Some common types of documents that fulfill this requirement include the following:
 - Copy of company's By-Laws, including signature page(s)
 - Copy of company's Corporate Resolution, including signature page(s)
 - Notarized Affidavit signed by an officer of the institution clearly granting a specific individual(s) authorization or confirming his/her authority to sign on behalf of his/her company.

3. Data Verification Document(s)

- You must provide a notarized affidavit or signed letter on firm letterhead which meets the below criteria:
 - Confirms the number of distinct accounts and transactions on your file
 - Discloses the source of your data (i.e. internal data retention system)
 - Attests to the truth and accuracy of the transactions and holdings on your electronic file
 - Is executed by an authorized signatory who is listed on your signature verification document, and specifies both the capacity and contact information of that signatory.

4. Authorization Document (if filing on behalf of client or customer accounts)

- You must provide a current document verifying that you are authorized to file and sign claims on behalf of your clients¹. Some common types of documents that fulfill this requirement include the following:
 - Power of Attorney
 - Service Agreement
 - Signed/dated letter on client's company letterhead specifically granting your company authority to file/sign claims on their behalf.
 - Notarized affidavit or signed letter on your company's letterhead confirming your authority to file and sign claims on behalf of your clients. It must be executed by an officer of the company who is also listed on your signature verification document and reference the capacity and contact information of the signatory.

Additional Documentation (if requested) - Data Integrity Audit

GCG may request random entities, as deemed appropriate by GCG, who file claims electronically to provide documentation to support certain transactions and/or holdings in specific claims. This data integrity audit is designed to verify the overall integrity of a data file. Accordingly, the documentation provided must be independent in nature and sufficient to verify the validity and accuracy of the entire data file.

Even if you provided a letter/affidavit attesting to the truth and accuracy of your data when initially submitting your file electronically, we will **require** specific documentary evidence (trade confirmations, monthly statement, or equivalent) to independently verify the details of the transactions and/or holdings requested, if your file is selected for a data integrity audit.

*** Failure to comply with this audit request will result in the rejection of ALL claims on your electronic submission ***

¹ If you are filing in a Third Party capacity and your client is not the beneficial owner then documentation must also be provided to confirm that your client is authorized to file on behalf of their clients who are the ultimate beneficial owners.

IV. Required Filing Format

General Instructions

- Files may be submitted as a fixed-length text file or an Excel spreadsheet
- All fields in the below format must be included on your file
- Any fields that do not apply to your file must be left blank (do not delete any fields)
- Your file must include one header row with column headings
- Your file must be sorted in the following order:
 - account number
 - security identifier
 - transaction type
- Do not exceed maximum character lengths for any field
- Do not provide any blank rows on your file
- Any files not in accordance with the below format are subject to rejection
- For Excel spreadsheets:
 - Whenever possible, your file should be limited to one tab with all account and transactional data
 - The “Length” column in the below format specifies the maximum number of characters for each Excel field

Required File Layout

Col	Field	Start Position	Length	Notes
A	Company Name	1	40	Name of Company for Mailing of Checks (see Address Notes below) <ul style="list-style-type: none">• Include a “c/o” before your company name if you require checks made out to the beneficial owner c/o your company.
B	Address 1	41	40	Address1 Information for Mailing of Checks (see Address Notes below)
C	Address 2	81	40	Address2 Information for Mailing of Checks (see Address Notes below)
D	City	121	30	City for Mailing of Checks (see Address Notes below)
E	State	151	2	2 Character State Abbreviation for Mailing of Checks (see Address Notes below)
F	Zip5	153	5	5 Digit Zip for Mailing of Checks (see Address Notes below)
G	Zip4	158	4	4 Digit Zip for Mailing of Checks (see Address Notes below)
H	Country Code	162	2	2 character Country abbreviation (only for foreign addresses)
I	Customer Acct Name	164	40	Name of Account / Beneficial Owner
J	Customer Acct Number	204	30	Account Number
K	SSN or Tax ID Number	234	4	Last four digits of Social Security Number or Tax ID Number (leave column blank for foreign entities)
L	Security Identifier Number	238	14	CUSIP, ISIN, or SEDOL Number of the Security

M	Transaction Type	252	2	U = Number of Velcera common stock shares held as of April 1, 2013
N	Holding Date	254	10	Holding date in MM/DD/YYYY format (including foreign entities)
O	Quantity	264	20	Number of shares held as of April 1, 2013
P	Client Name	284	20	If you are a third party claim preparer filing on behalf of multiple clients on a single claim submission, please provide a distinct client name in this column
	Price Per Share			NOT APPLICABLE IN THIS LITIGATION
	Aggregate Cost / Amount Received			NOT APPLICABLE IN THIS LITIGATION
	Currency Type			NOT APPLICABLE IN THIS LITIGATION

V. Electronic Filing Notes

Addresses

- Claims and checks (if the claim eligible) will be created based on the account and address information provided on your electronic file.
- If you require checks to be made out directly to the beneficial owner, please include a “c/o” before your company name in column A of your file.
- For foreign addresses, the two character country code must be provided in column H, all address information (including full country names and provinces) must be included in the two address fields (columns B-C), and the city, state, zip fields (columns D-G) must be left blank.
- If you are a third party claim preparer filing on behalf of multiple clients on a single claim submission, you **must** provide the distinct client name in column P of your electronic claim submission.

Securities

- All holding positions **must** reference an appropriate security identifier (CUSIP, ISIN, or SEDOL) in column L of your file.
- Please **only** provide the number of shares of Velcera common stock held as of April 1, 2013
 - DO NOT provide trade activity during the Class Period – your file will be rejected.