



MEDIA RELEASE

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Fresh New Look for Same Reliable Protection

GREENSBORO, N.C. (October 24, 2006) – Denagard[®] (tiamulin) has a newly updated look to complement the company's other swine products.

Denagard 10 Medicated Premix and Denagard Liquid Concentrate, which were acquired by Novartis Animal Health US, Inc. in October 2005, are broad-spectrum swine antibiotics for control and treatment of certain swine bacterial diseases. The products' colorful packaging provides a new look, but the formulations remain the same and offer the same reliable disease protection.

"Many producers have used this trusted antibiotic," says Duncan Rowe, director of the Novartis swine business unit. "It has proven its value in ease of use, safety and efficacy in treating some of the more troublesome swine diseases."

Denagard 10 Medicated Premix is the only FDA-approved feed medication for ileitis that works in as little as 10 days; both Tylan[®] and Lincomix[®] are approved to be fed for 21 days. And at 35 gram per ton, its dosage is less than other antibiotics approved for ileitis control.

Rowe adds that many producers use Denagard 10 concurrently with chlortetracycline (CTC) for broader disease control.

The products can be purchased through feed manufacturers, distributors and veterinary channels. For specific information on purchasing Denagard or to answer questions about the product, call Novartis customer service at 1-800-843-3386. More information is available at www.livestock.novartis.com/denagard.html. For Denagard 10 Medicated Premix label information, go to http://www.livestock.novartis.com/pdf/DenagardBagNoLines_H.pdf. For Denagard Liquid Concentrate label information, go to <http://www.livestock.novartis.com/pdf/DenagardLiq.pdf>.

Novartis Animal Health researches, develops and commercializes leading animal treatments that meet the needs of pet owners, farmers and veterinarians. Headquartered in Basel, Switzerland and present in almost 40 countries, Novartis Animal Health employs about 2,300 people worldwide. For more information on livestock health products from Novartis Animal Health US, Inc., please consult www.livestock.novartis.com.

Novartis AG (NYSE: NVS) is a world leader in pharmaceuticals and consumer health. In 2005, the Group's businesses achieved net sales of USD 32.2 billion and net income of USD 6.1 billion. Approximately USD 4.8 billion was invested in R&D. Headquartered in Basel, Switzerland, Novartis Group companies employ about 97,000 people and operate in over 140 countries around the world. For further information please consult <http://www.novartis.com>.

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PRODUCT INFORMATION: Complete label copy information for Denagard is available for downloading at http://www.livestock.novartis.com/denagard_press.html.

Denagard's new packaging photo and cutline

GRAPHIC: A photo of both the Denagard 10 Medicated Premix and Denagard Liquid Concentrate is available at:

http://novartis.morganmyers.com/PRODUCTS/DenagardBagR&Bttl_4x5rgb300.jpg.

CUTLINE: Denagard 10 Medicated Premix and Denagard Liquid Concentrate have a newly updated look to complement the company's other swine products. Formulations remain the same and offer the same reliable disease protection against.