



MEDIA RELEASE

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Novartis Animal Health vaccines are now an option in the SUREHEALTH[®] program

GREENSBORO, N.C. (June 2, 2008) – Novartis Animal Health US, Inc. announces that a number of its key products are now options in the Merial[®] SUREHEALTH[®] Calf Preconditioning Program.

SUREHEALTH is the only nationwide calf preconditioning program that requires veterinarian certification and is backed by a 21-day limited health warranty.

“We are pleased to have Novartis vaccines be a part of SUREHEALTH,” says Steve Boren, head of the Novartis farm animal business. “Novartis is committed to working with veterinarians, and third-party verified calves mean active involvement by the veterinarian. That’s why we stand behind SUREHEALTH.”

“SUREHEALTH is a widely proven, comprehensive program that was developed by veterinarians for producers,” says Dr. Doug Scholz, director of veterinary services, Novartis Animal Health. “We’re excited to further the reach of SUREHEALTH with the Novartis line of vaccines that are known for their efficacy and flexibility.”

Just some of the qualifying Novartis vaccines include: Vira Shield[®] 6, the first vaccine to feature three-way BVD coverage; Vira Shield[®] 6+L5 HB, the only inactivated combination vaccine containing *L. hardjo-ovis*; Arsenal[®] 4.1, a modified live vaccine aiding in the prevention of BVD Types 1 and 2, BRSV, IBR and PI₃; and Clostri Shield[®] 7, a seven-way clostridial vaccine with a 2-mL, BQA-friendly dose size.

Scholz adds: “Adding Novartis vaccines to SUREHEALTH gives producers even more means to gain top dollar for their calves.”

Dr. Steven Lerner, head of Merial’s marketing group for the U.S. large animal business, agrees that producers have many marketing opportunities with the SUREHEALTH program. Dr. Lerner cites an Iowa State University study that compared more than 20,000

lots of cattle at 105 sales. Third-party verified calves that were weaned for at least 30 days were worth up to \$6.15 more per hundredweight more than unconditioned calves.

“An extra \$6.15 per hundredweight adds up quickly,” says Lerner. “A producer selling 50 calves that average 500 pounds at weaning could gain an extra \$1,537.50 by having those calves certified through SUREHEALTH.”

To find out more about how Novartis vaccines fit into the SUREHEALTH Calf Preconditioning Program, contact Novartis at 1-800-843-3386 or visit www.livestock.novartis.com.

Novartis Animal Health researches, develops and commercializes leading animal treatments that meet the needs of pet owners, farmers and veterinarians. Headquartered in Basel, Switzerland, Novartis Animal Health conducts business in 40 countries and employs about 2,700 people worldwide. For more information, please consult www.livestock.novartis.com or www.ah.novartis.com.

About Novartis

Novartis AG provides healthcare solutions that address the evolving needs of patients and societies. Focused solely on growth areas in healthcare, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic pharmaceuticals, preventive vaccines and diagnostic tools, and consumer health products. Novartis is the only company with leading positions in these areas. In 2007, the Group's continuing operations (excluding divestments in 2007) achieved net sales of USD 38.1 billion and net income of USD 6.5 billion. Approximately USD 6.4 billion was invested in R&D activities throughout the Group. Headquartered in Basel, Switzerland, Novartis Group companies employ approximately 98,200 full-time associates and operate in over 140 countries around the world. For more information, please visit <http://www.novartis.com>.

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