



MEDIA RELEASE

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Denagard® 10 Price Cut Boosts Value and Utility

GREENSBORO, N.C. (February 1, 2006) – For pork producers, the cost of controlling ileitis just got lower. Today, a 15 percent reduction in the price of Denagard® (tiamulin) 10 was announced by Novartis Animal Health US, Inc.

“Denagard 10 is known as an effective feed antibiotic for controlling the number one enteric swine disease concern – ileitis,” says Gary Bosch, DVM, director, Novartis swine business unit. “It is effective in pigs and market hogs of all ages, and now with this price cut, it makes even more sense to use the product at any production stage from the nursery to finisher to control ileitis.”

Producers should begin to notice the reduced cost soon as they go to their feed suppliers to purchase the product, Bosch says. Novartis purchased the Denagard brand from Boehringer Ingelheim in October 2005. The drop in price means producers can now more cost-effectively feed the product to pigs and market hogs of any age.

“Denagard 10 is an excellent option to control ileitis because it requires a smaller dosage – only 35 g/ton – and less medication time – as little as 10 days – than other ileitis treatments,” says Bosch. “This coupled with the new lower price makes it very cost effective.”

He points out that Denagard is the only feed medication for ileitis that’s not used in human medicine. “For those pork producers where this is important, Denagard is an excellent choice,” he adds.

In cases where producers need broader coverage against both enteric and respiratory disease, respectively, Denagard can be fed with chlortetracycline (CTC), Bosch reports.

For information on purchasing Denagard contact your animal health supplier. For further information about the product, go to www.livestock.novartis.com/denagard.html or call Novartis customer service at 1-800-843-3386. 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 AG (NYSE: NVS) is a world leader in pharmaceuticals and consumer health. In 2004, the Group's businesses achieved sales of USD 28.2 billion and a net income of USD 5.8 billion. The Group invested approximately USD 4.2 billion in R&D. Headquartered in Basel, Switzerland, Novartis Group companies employ about 81,400 people and operate in over 140 countries around the world. For further information, consult <http://www.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; and present in almost 40 countries, Novartis Animal Health employs about 2,200 people worldwide and achieved sales of USD 756 million in 2004. For more information, please consult www.ah.novartis.com.

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GRAPHIC: The Denagard product logo is available for downloading at www.livestock.novartis.com/denagard_press.html.