

## For Immediate Release

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## Merial Launches National Campaign to Help Pets Affected by Disasters Veterinary Clinics Invited to Participate in 'Paws to Save Pets'

**Duluth, Ga., August 7, 2006** — Merial, the maker of FRONTLINE® and HEARTGARD® (ivermectin) Brand Products -- the No. 1 leading animal healthcare products in the world -- today launched the 2006 **Paws to Save Pets** campaign. As part of the 2006 **Paws to Save Pets** campaign Merial will donate up to \$1 million equally to the American Veterinary Medical Foundation (AVMF) and the Petfinder.com Foundation to continue their support of disaster relief for pets in need. Donations from the campaign will be used for products, services and shelters to help pets that may be displaced or injured by upcoming disasters.

The 2006 campaign will build on the success of last year's **Race to Save Pets** program, which raised over \$1 million in cash and millions more in product to treat and prevent health issues for pets impacted by natural disasters, including Hurricanes Katrina and Rita.

"In the wake of last year's devastating hurricane season, tens of thousands of pets were left in need of extra care. Merial responded to the challenge, contributing over \$1 million in cash and more than \$760,000 worth of HEARTGARD and FRONTLINE products to the American Veterinary Medical Foundation and Petfinder.com Foundation to help with our disaster relief work," says Betsy Saul, Founder and President, Petfinder.com. "The much-needed money and supplies went toward keeping pets healthy, sheltering homeless pets, and reuniting lost pets with their families. **Paws to Save Pets** will build on that success."

Over 3,000 veterinary clinics nationwide participated in last year's 2005 **Race to Save Pets** program, making it an overwhelming success. Given the predictions that this storm season could be worse than in 2005, and that potentially more people and pets could be affected, Merial invited veterinary clinics from throughout the country to take part in the proactive **Paws to Save Pets** campaign.

In 41 participating states, each HEARTGARD \$5 rebate or FRONTLINE Buy 6 Get 1 Dose Free coupon redeemed from Aug. 1 through Dec. 31, 2006 will result in Merial

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donating \$.50 to aid pets affected by hurricanes and other disasters. Veterinary clinics in the remaining nine states will be able to support the campaign through in-clinic campaign materials; however, due to state laws, pet owners in those nine states will not be able to contribute through the clinic. They may instead contribute directly to AVMF and Petfinder.com Foundation. The total donation will be equally divided between AVMF and Petfinder.com Foundation.

Participating clinics will be equipped with a **Paws to Save Pets** kit to help them discuss the new campaign with their clients and how pet owners can help these animals in need.

"Last year's **Race to Save Pets** was able to help more than 17,000 animals and reunite approximately 3,200 pets with their owners," says Roger Wakelin, DVM, Head of U.S. Companion Animal Veterinary Services, Merial. "In 2006, we want to continue our longstanding commitment to help support pets that have been injured or displaced by hurricanes and other natural disasters."

Veterinarians who are interested in implementing the **Paws to Save Pets** program in their practice should talk with their Merial Representative about becoming involved. Additional information, including a list of states eligible to participate in the coupon portion of the program, also can be found at **[www.pawstosavepets.com](http://www.pawstosavepets.com)**.

### **About Merial**

Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health, well-being and performance of a wide range of animals. Merial employs approximately 5,000 people and operates in more than 150 countries worldwide. Its 2005 sales were in excess of \$1.9 billion. Merial Limited is a joint venture between Merck & Co. and sanofi-aventis. For more information, please see [www.merial.com](http://www.merial.com).

### **About Petfinder.com**

Petfinder.com was established in early 1996 to help people find their new best friend and to help adoption groups find loving homes for all of their adoptable pets. Since then, it has grown into one of the busiest sites on the Internet and introduces over 1.5 million pets to their new families each year. Petfinder.com is involved in more than just adoptions, including facilitating the return of lost pets, helping shelters professionalize their services through training and outreach, and helping to bring new services to adoption groups and new pet parents.

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In 2003, the Petfinder.com Foundation, a public charity, was created to further assist adoption partners through problem solving, fundraising, and providing relief in times of stress or disaster.

### **About American Veterinary Medical Association Foundation (AVMF)**

The AVMF provides funding for disaster preparedness in addition to the treatment of animals used in search and rescue efforts and animals hurt or endangered by catastrophic events such as Hurricane Katrina. The AVMF has set up an animal disaster fund to provide direct relief for animals affected by Hurricane Katrina. For more information and to see how the disaster response teams are making a difference go to [www.AVMF.org](http://www.AVMF.org).

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