

# News Release



For Immediate Release

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## **Merial's *Paws to Save Pets*™ Makes Helping Pets in Need Easier Nationwide Online Ribbon Rally Launched**

**Duluth, Ga., September 11, 2007** — Merial, the maker of HEARTGARD® (ivermectin) and FRONTLINE® brand products, today announced the launch of [www.pawsribbonrally.org](http://www.pawsribbonrally.org), an easy and interactive way for pet lovers across America to help pets in need.

The site, which features an interactive map of the United States, encourages visitors to select a ribbon in their choice of color and place it on their home state. For each ribbon that is placed on the map, Merial will make a 25 cent donation to *Paws to Save Pets*. Additionally, if a visitor sends e-mails from the "Tell a Friend" link, Merial will donate another 25 cents to the cause. The goal of the online rally is to raise \$100,000 to be split between the Petfinder.com Foundation and the American Veterinary Medical Foundation (AVMF).

"The *Paws to Save Pets* ribbon rally is one more example of Merial's commitment to helping pets in need," said Zack Mills, DVM, Merial spokesperson. "We hope that pet lovers across America will help do their part by getting involved with the rally and encouraging their friends to do the same."

Originally created as *Race to Save Pets* to help the thousands of injured and abandoned animals left in the wake of Hurricane Katrina, *Paws to Save Pets* now runs as an ongoing, proactive campaign. The Petfinder.com Foundation and AVMF receive equal funds from *Paws to Save Pets*. Donations are used to respond to emergencies, purchase vital equipment, support animal shelters and veterinary medical assistance teams in disaster areas, and provide public education in disaster preparedness. The program has raised over

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\$2 million since 2005. Visit [www.pawstosavepets.com](http://www.pawstosavepets.com) to learn more about *Paws to Save Pets*.

### **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 2006 sales were nearly \$2.2 billion. Merial Limited is a joint venture between Merck & Co., Inc. and sanofi-aventis. For more information, visit [www.merial.com](http://www.merial.com).

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