

IMPORTANT CORRECTION of DRUG INFORMATION HEARTGARD® (ivermectin)

November 30, 2006

Pet Owners and Veterinarians:

Earlier advertising on this web site for HEARTGARD® (ivermectin) was the subject of a Warning Letter (the "Letter") from the U.S. Food and Drug Administration's Center for Veterinary Medicine (CVM) in August 2006. The Letter stated that the advertising violated certain drug and promotional regulations.

Specifically, the web-based advertisement claimed 100% effectiveness for HEARTGARD. This claim was based on laboratory and clinical studies. However, CVM had requested that all manufacturers of heartworm preventives refrain from claiming 100% effectiveness in advertising and promotional material. This request was based on post-approval lack of efficacy reports received by CVM. In September 2005, Merial agreed not to use the 100% effectiveness statement in further advertising. Inadvertently, certain web-based items were missed.

In order to receive approval, CVM requires that all heartworm preventives be 100% effective in clinical studies when used according to label. However, there have been post-approval lack of efficacy reports. Such reports cite a wide variety of reasons for this lack of efficacy. Pet owners are encouraged to discuss with their veterinarian the most appropriate heartworm preventive options for their pet. To help identify gaps in prevention, annual testing in accordance with the 2006 American Heartworm Society's Guidelines should be done to give owners peace of mind and to detect early infections.

Merial is confident in the high efficacy of HEARTGARD. We direct you to the Prescribing Information attached. For more information you may contact Merial Technical Solutions at 1-888-637-4251 option 3.

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Merial