



Pfizer Animal Health

Pfizer Animal Health Launches Updated PreventiCare® Program

Equine Wellness Program Now Features Interactive Website with Tracking Tools and Other Resources

FOR IMMEDIATE RELEASE

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New York, NY (April 15, 2009)—Pfizer Animal Health’s equine wellness program PreventiCare® is now even easier to use with a redesigned website and new online capabilities that allow horse owners and veterinarians to enroll, track and manage horses in the program from their computers.

The new website, www.equinepreventicare.com, permits horse owners to register and submit enrollment and re-enrollment applications for their horses, view and manage enrolled horses, maintain health records and receive e-mail reminders for deworming and other health services. The site also features educational and product information on horse health care and a searchable database of veterinary clinics that offer the PreventiCare program.

“We’ve worked hard to maintain PreventiCare and to build a website that streamlines the enrollment process for both horse owners and veterinarians and adds practical resources for our users that go beyond the PreventiCare program,” said Kathy Miranowic, Equine Product Manager at Pfizer Animal Health. “In addition to making PreventiCare easier to use, the new website has the capability to store and track almost all of a horse’s health needs,

from a stall card with a feed chart to a vaccination and breeding record—making it a one-stop database for the owner.”

New horse owners who would like to learn about the program or enroll their horses can go to the site to establish an online account. Once registered, owners can fill out the enrollment application. There is a \$50 nonrefundable annual fee for each horse enrolled or re-enrolled by the owner. The veterinary clinic designated by the owner will then contact him or her to schedule any needed services and complete the enrollment process. Owners who already have horses enrolled in the program have already received pre-assigned user names and passwords in a personalized mailing. An online tutorial of the registration and enrollment process is available on the website.

The benefits of PreventiCare include the Colic Assistance Plan™, which provides up to \$5,000 for costs associated with colic surgery and three days of aftercare if a horse that is enrolled and compliant with PreventiCare develops a case of colic requiring surgery. Of course, the goal of PreventiCare is to help prevent health risks that can lead to colic—the program is based on the principle that healthy horses are less likely to develop problems that threaten their health or result in costly treatments. Equine patients benefit from the high-quality preventive healthcare services required by the program, and the program fosters a partnership between veterinarians and horse owners as they work together to provide the best possible care for each horse.

Launched in 1997, PreventiCare incorporates five basic healthcare requirements that are administered by the enrolling veterinarian: an annual physical exam, an annual dental exam and any recommended care, annual immunizations based on age and geographic region, daily feeding of STRONGID® C (*pyrantel tartrate*) or STRONGID® C 2X (*pyrantel tartrate*) and twice-yearly treatments with EQUIMAX® (*ivermectin 1.87%/praziquantel 14.03%*)

Paste or EQUELL® (*ivermectin 1.87%*) Paste. These deworming products must be purchased through the enrolling veterinary clinic for the horse to be compliant with PreventiCare.

Pfizer Inc. (NYSE: PFE), the world's largest research-based biomedical and pharmaceutical company, also is a world leader in discovering and developing innovative animal vaccines and prescription medicines. Pfizer Animal Health is dedicated to improving the safety, quality and productivity of the world's food supply by enhancing the health of livestock and poultry; and in helping horses and pets to live longer and healthier lives. For additional information on Pfizer Animal Health's portfolio of equine products, visit www.PfizerAH.com.

-30-

Editors: Images to accompany this release are available for download at www.equineresources.com in the Equine Writers' Resource section.

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