

press release

INTERVET/SCHERING-PLOUGH ANIMAL HEALTH ANNOUNCES LAUNCH OF NEW GET ROTATION RIGHT.COM WEBSITE

The new GetRotationRight.com website has been unveiled. Updated with the latest in equine deworming expertise, multimedia educational tools, a customizable barn chart, a rotation reminder service and more social media network integration - the new GetRotationRight.com strives to be the main hub of the most complete and accurate information in equine deworming.

Roseland NJ, May 17, 2010 – Intervet/Schering-Plough Animal Health, a leader in providing quality animal healthcare products, including Safe-Guard® (fenbendazole) equine dewormer, is pleased to announce the launch of the new GetRotationRight.com website in an on-going effort to promote equine health and educational awareness about gastrointestinal parasites of the horse.

Horse owners can visit GetRotationRight.com to access the most complete and accurate information about equine deworming and the continuing threat of equine parasite drug resistance. A library of educational videos will be available to help horse owners use products like Safe-Guard® and Safe-Guard® Power Dose™ easily and effectively. In addition, there will be multimedia educational resources including an RSS feed with all Intervet/Schering-Plough Animal Health news along with the latest news in the equine industry.

New sections of the website will also provide tools and tips to help horse owners maximize veterinary visits and help establish the importance of partnering with your veterinarian to help maintain peak horse health. Other highlights include: a straightforward analysis of the importance of pre and post deworming fecal egg counts, a weight calculator for proper dosing, a link to the Safe-Guard-For-Horses Facebook fan page, a link to the Safe-GuardEquine Twitter page, a free sign-up for a rotation reminder service, a free customizable barn chart and a downloadable coupon for Safe-Guard® equine dewormers.

"Equine parasites are the number one health issue facing all horse owners today," said Stacy Basinger, retail marketing manager for Intervet/Schering-Plough Animal Health. "In fact, it is estimated that as many as half of all equine deaths are attributable to parasites. The good news is that parasites can be controlled and eliminated - restoring good health to our equine friends. The key to doing this is developing a rotational deworming program that

contains the three 'Rights' - The *right* dewormer for the *right* horse at the *right* time. Equine parasite drug resistance has become a very hot topic within the industry and there is a lot of misleading information out there. Currently, Safe-Guard® Power Dose™ is the only FDA approved dewormer safe for all horses that kills all stages of encysted small strongyles. Unlike most other parasites, encysted small strongyles are sneaky and do not show up on fecal egg counts, so it is crucial to use the proper product like Safe-Guard® Power Dose™ to protect your horses. Intervet/Schering-Plough Animal Health is committed to providing the most complete and accurate information available and in this spirit, we are pleased to launch the new GetRotationRight.com. A lot of time and effort went into the development of the website to produce one key goal - healthy horses who lead productive and joyous lives."

For more information visit: www.GetRotationRight.com

About Intervet/Schering-Plough Animal Health

Intervet/Schering-Plough Animal Health is a leader in research and dedicated to the development, production and marketing of innovative, high-quality animal-health products for all major farm and companion animal species. For more information about Intervet/Schering-Plough Animal Health visit: www.intervet.com and www.intervetusa.com.

Schering-Plough is an innovation-driven, science-centered global health care company. Through its own biopharmaceutical research and collaborations with partners, Schering-Plough creates therapies that help save and improve lives around the world. The company applies its research-and-development platform to human prescription and consumer products as well as to animal health products. Schering-Plough's vision is to "Earn Trust, Every Day" with the doctors, patients, customers and other stakeholders served by its colleagues around the world. The company is based in Kenilworth, New Jersey, USA, and its website is www.schering-plough.com."

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