



**MEDIA RELEASE**

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**Neporex® 2SG rounds out Novartis Animal Health fly control line**

***Multi-species larvae control solution strengthens comprehensive Fly Control Program***

**Greensboro, NC (May 28, 2008)** — Novartis Animal Health US, Inc. introduces US EPA-approved Neporex® 2SG for multi-species fly larvae control for horse, pig, cattle and poultry operations. Neporex halts larval growth and prevents adult fly development for improved farm hygiene.

Neporex 2SG is sold in a convenient granular formulation that can be applied dry or mixed with water for an easy-to-use liquid spray. The product stops house and stable fly larvae from growing into a serious fly nuisance and significant cost. Fly infestations can spread diseases, potentially leading to reduced production rates and local community problems. Neporex has a little-to-no fly resistance profile, providing an effective solution to fly infestations before they begin.

“We have learned through working closely with livestock producers that flies are more than just a nuisance,” says Steve Boren, head of the US farm animal business at Novartis. “Flies cause stress and disease transmission which translate into significant economic losses. Ultimately, this affects the producer’s bottom line.”

Boren adds, “Neporex specifically targets fly larvae and is especially well-suited for use within the Novartis Animal Health integrated Fly Control Program, which is part of the Farm Hygiene Program. Its unique mode of action controls the larvae of both susceptible and multi-resistant flies.”

Neporex joins Larvadex™, for in-feed or spray application larvae control for poultry, and OxyFly®, for adult fly control in livestock, poultry and pet housing areas, in the company’s Fly Control Program. The product is available from US animal health distributors in all states except California.

Novartis Animal Health researches, develops and commercializes leading animal treatments that meet the needs of pet owners, farmers and veterinarians. Headquartered in Basel, Switzerland, Novartis Animal Health conducts business in 40 countries and employs about 2,700 people worldwide. For more information, please consult [www.livestock.novartis.com](http://www.livestock.novartis.com).

**About Novartis**

Novartis AG provides healthcare solutions that address the evolving needs of patients and societies. Focused solely on growth areas in healthcare, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic pharmaceuticals, preventive vaccines and diagnostic tools, and consumer health products. Novartis is the only company with leading positions in these areas. In 2007, the Group's continuing operations (excluding divestments in 2007) achieved net sales of USD 38.1 billion and net income of USD 6.5 billion. Approximately USD 6.4 billion was invested in R&D activities throughout the Group. Headquartered in Basel, Switzerland, Novartis Group companies employ approximately 98,200 full-time associates and operate in over 140 countries around the world. For more information, please visit <http://www.novartis.com>.

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Neporex and OxyFly are registered trademarks and Larvadex is a trademark of Novartis AG. Please read and follow label instructions. For further information on Neporex, OxyFly and Larvadex, contact Novartis Animal Health US, Inc., Customer Relations Department, 3200 Northline Avenue, Ste. 300, Greensboro, NC 27408; 1-800-843-3386.

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GRAPHIC: The Neporex logo is attached in a high-resolution .jpg format.