



MEDIA RELEASE

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Novartis Animal Health introduces broad-spectrum insecticide OxyFly®

Product expands the company's integrated Fly Control Program

Greensboro, NC (April 30, 2008) — Novartis Animal Health US, Inc. announces US EPA registration approval for the broad-spectrum insecticide OxyFly® for control of adult flies in livestock, poultry and pet housing areas. In addition to flies, OxyFly controls other pests including fleas, ticks, litter beetles and cockroaches often found in animal housing and feed storage facilities. The product is well-suited to a variety of pest control needs associated with dairy, feedlot, swine, poultry, equine and small animal protection.

OxyFly provides rapid knockdown of adult flies as well as long-lasting residual activity. The product is odor-free and has a low toxicity profile. Its micro-encapsulated formulation offers convenience and ease-of-use via spray or paint-on applications in all areas where adult flies are a problem. In addition, the highly concentrated formulation of Oxyfly is ideal for larger operations.

“OxyFly gives livestock producers and other animal operators an effective solution to pest problems that surface in the warmer weather months,” says Steve Boren, head of the US farm animal business at Novartis. “Fly infestations can present serious health and environmental hazards. Novartis Animal Health continues to help solve these pest risks associated with animal agriculture.”

OxyFly is the latest addition to integrated fly control as part of the Novartis Animal Health Farm Hygiene Program that eliminates and prevents the nuisance of flies throughout the pest life cycle. The product will be available from animal health product distributors throughout the US, according to Novartis.

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.

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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OxyFly® is a registered trademark of Novartis AG. Please read and follow label instructions. For further information on OxyFly, 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 OxyFly® logo is attached in a high-resolution .jpg format.