

MEDIA RELEASE • COMMUNIQUE AUX MEDIAS • MEDIENMITTEILUNG

Novartis Animal Health launches Milbemax® Chewable Tablets for dogs

- *Trusted and proven broad spectrum wormer Milbemax now available in a new chewy and tasty formulation*
- *Introducing new EASYCHEW Technology™ which brings high palatability with more than 94% spontaneous hand acceptance of dogs*
- *Easy administration supports effective health protection of pets and their owners*

Switzerland, February 1, 2010 — Novartis Animal Health today launches a new, chewable formulation of Milbemax (milbemycin oxime, praziquantel), Europe's best selling wormer. With the launch of Milbemax Chewable Tablets the company introduces the first EASYCHEW Technology in the European market. This new tasty, chicken-flavored chewable formulation will complement the standard Milbemax tablet formulation, delivering the same, trusted broad-spectrum efficacy against major endoparasites.

Recent market research showed that pet owners' difficulties and dislikes in administering medications to their dogs often led to missed treatments – a cause of concern to veterinarians and pet care specialists. These findings highlighted the need for more convenient formulations, especially on routine procedures such as deworming. Listening to those needs, Novartis Animal Health developed the EASYCHEW Technology as a chewable formulation was considered to be a preferred option.¹

According to Prof. Dr. Peter Deplazes (EVPC) and director of the Institute of Parasitology, Vetsuisse Faculty, University of Zurich "the new formulation promises to make worming a very effective and a tasty treat, leading to a more convenient and enjoyable experience for the pet owners and their dogs. This kind of innovation contributes to the protection of pets' health and the decrease of parasite transmission to other animals or humans because it helps increasing the frequency of worming. It thereby supports the ESCCAP² recommendation of worming at least four times a year."

Clinical studies demonstrate that the new chewy texture is highly palatable, with more than 94%³ of dogs showing spontaneous acceptance from hand – a clear indication that using the chewable tablets will help make worming simpler and improve compliance. The EASYCHEW Technology will make worming a simple and enjoyable moment for dogs and their owners, whilst enabling accurate dosing and a straightforward treatment. The new technology combines pharmaceutical drug formulation and food industry technology.

The innovative new tablets deliver all the Milbemax protection that European vets and dog owners have come to know and trust. With an uncompromised broad-spectrum of efficacy, Milbemax Chewable Tablets for dogs deliver consistent protection against the effects of roundworm, hookworm, whipworm, heartworm, lungworm and tapeworm.

According to Folkert Kamphuis, Chief Operating Officer at Novartis Animal Health “the new EASYCHEW formulation represent Novartis Animal Health’s latest innovation. It will make worming a treat whilst providing tried-and-trusted Milbemax efficacy. With Milbemax Chewable Tablets we give pet owners a wormer that is easy to administer and veterinarians the trusted efficacy of Milbemax.”

New Milbemax Chewable Tablets are available for both dogs and puppies, in two and four as well as forty-eight tablet packs.

The innovation follows the recent announcement of the new flavor coated formulation of Milbemax tablets for cats.

Disclaimer

This release contains forward-looking statements that can be identified by terminology such as “anticipates”, “could”, “expects”, “intends”, “may”, “make”, “potential”, “promising”, “should”, “will”, or similar expressions, or by express or implied discussions regarding potential new indications or labeling for the mentioned product(s) or regarding potential future revenues from the product(s). You should not place undue reliance on these statements. Such forward-looking statements reflect the current views of management regarding future events, and involve known and unknown risks, uncertainties and other factors that may cause actual results with the product(s) to be materially different from any future results, performance or achievements expressed or implied by such statements. There can be no guarantee that the product(s) will be approved for any additional indications or labeling in any market. Nor can there be any guarantee that the product(s) will achieve any particular levels of revenue in the future. In particular, management’s expectations regarding the product(s) could be affected by, among other things, unexpected regulatory actions, unexpected clinical trial results, the company’s ability to obtain or maintain patent or other proprietary intellectual property protection, as well as other risks and factors referred to in Novartis AG’s current Form 20-F on file with the US Securities and Exchange Commission. Novartis is providing the information in this press release as of this date and does not undertake any obligation to update any forward-looking statements contained in this press release as a result of new information, future events or otherwise.

About Novartis Animal Health

Novartis Animal Health researches, develops and commercializes leading animal treatments that meet the needs of pet owners, farmers and veterinarians. Headquartered in Basel, Switzerland and present in almost 40 countries, Novartis Animal Health employs about 2,630 people worldwide. For more information, please visit www.ah.novartis.com

About Novartis

Novartis provides healthcare solutions that address the evolving needs of patients and societies. Focused solely on healthcare, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic pharmaceuticals, preventive vaccines, diagnostic tools and consumer health products. Novartis is the only company with leading positions in these areas. In 2009, the Group’s continuing operations achieved net sales of USD 44.3 billion, while approximately USD 7.5 billion was invested in R&D activities throughout the Group. Headquartered in Basel, Switzerland, Novartis Group companies employ approximately 100,000 full-time-equivalent associates and operate in more than 140 countries around the world. For more information, please visit www.novartis.com

References

- 1 Forward research, Convenient formulation study, Jan 2007
- 2 ESCCAP = European Scientific Counsel Companion Animal Parasites, www.esccap.com
- 3 Palatability/acceptability trial - Data on file study number NAH-02-0054

###

Novartis Animal Health Media Relations

Joseph Burkett

Head Novartis Consumer Health and Animal Health Communications
+41 61 696 16 61 (direct)
+41 79 826 03 87 (mobile)

joseph.burkett@novartis.com

Adrienne Develey

Global Communications Manager

+41 61 697 57 80 (direct)

+41 76 330 37 43 (mobile)

adrienne.develey@novartis.com