

For Immediate Release

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Boxes from IVOMEC® & EPRINEX® Pour-On Help Fund Local 4-H Projects

Merial Canada is pleased to announce the continuation of its IVOMEC & EPRINEX BoxBack fundraising program in conjunction with the Canadian 4-H Council. Merial will donate ten dollars **to the local 4-H Club** for each box label of eligible IVOMEC Pour-On or EPRINEX Pour-On returned through the program. 4-H members are encouraged to cut out a specified section of the cardboard packaging (after the contents have been used) and submit it to Merial. The program runs until February 28, 2010 and is being promoted in Merial advertising, and in conjunction with the National 4-H Council and provincial 4-H offices. Details about the program are available at www.ivomec-4h.com and www.eprinex-4h.com.

Merial is proud of its longstanding support of 4-H in Canada. Through the years, Merial donated \$400,000 in the form of IVOMEC scholarships to provide important recognition to deserving students across the country. In 2007, Merial revised its support initiatives to ensure they were benefiting the maximum number of 4-H members. According to Isabelle Tremblay-Summers, Product Manager at Merial, "The IVOMEC & EPRINEX BoxBack Program is a perfect fit – and a great complement to our jug recycling program. The great response in year two, with nearly \$7,000 distributed to local clubs across the country, encouraged us to build on the momentum this year."

Since its inception, the IVOMEC & EPRINEX Jug Recycling Program has diverted over 11 tons of Merial plastic Pour-On containers from landfills to recycling facilities, and resulted in over \$160,000 in refunds and donations. This recycled plastic will instead become durable plastic fence posts. Now, the IVOMEC & EPRINEX 4-H BoxBack Program continues this tradition of community leadership and product stewardship for Merial Canada.

About Merial

Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health, well-being and performance of a wide range of animals. Merial employs more than 5,400 people and operates in more than 150 countries worldwide. Its 2008 sales were over \$2.6 billion. Merial Limited is a joint venture between Merck & Co., Inc. and sanofi-aventis. For more information, please visit www.merial.com

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