

**FOR IMMEDIATE RELEASE**

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**SENTINEL<sup>®</sup> (milbemycin oxime/lufenuron) Flavor Tabs<sup>®</sup> Provides  
Comprehensive Information for Parents with Young Children and Pets**  
*SENTINEL<sup>®</sup> Flavor Tabs<sup>®</sup> joining forces with veterinarians to educate  
parents*

Four-footed friends are part of the family portrait. As loyal companions and play partners, pets and children share special bonds.

Important questions need to be considered by parents who already have dogs or those who are bringing home a baby or pup. How do I help protect against internal parasites being transferred from our pet to the children? How do I educate my toddler on how to play appropriately with the family dog?

To address these issues and to help parents foster healthy and happy relationships between their young children and pets, SENTINEL<sup>®</sup> (milbemycin oxime/lufenuron) Flavor Tabs<sup>®</sup> is launching a new program – Growing Up With Pets in nine select markets in conjunction with local veterinarians.

“Pets have always been very special to children and are important for childhood development, but parents need to play an active role in ensuring a healthy environment and interaction between children and pets,” said Dr. Joseph Kinnarney, DVM. “The Growing Up With Pets program from SENTINEL<sup>®</sup> Flavor Tabs<sup>®</sup> provides the most comprehensive information on this issue. It is an excellent resource that every parent or expecting parent will benefit from.”

The SENTINEL<sup>®</sup> Flavor Tabs<sup>®</sup> Growing Up With Pets program, which kicks off March 1, 2005, with a “lunch-and-learn” event for veterinarians led by key opinion leaders from the industry, has two main components:

- A Web site ([www.growingupwithpets.com](http://www.growingupwithpets.com)) providing all-encompassing information on topics such as pet health, behavioral issues, training tips, how to choose the right pet for your child and integrating pets into a home with children.

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- An outreach program in nine select market that provides parents with important advice and information through educational materials. The free materials are available to parents via participating veterinary clinics and pediatric clinics.

Experts with SENTINEL<sup>®</sup> (milbemycin oxime/lufenuron) Flavor Tabs<sup>®</sup>, which are made by Novartis Animal Health, U.S., Inc., worked closely with leading veterinarians across the country and conducted consumer research to develop the Growing Up With Pets program.

“Our research indicates that parents are very interested in a comprehensive resource of this type and that they are generally not aware of some important health issues regarding their children and pets,” said Bernhard Putz, brand manager of SENTINEL<sup>®</sup> (milbemycin oxime/lufenuron) Flavor Tabs<sup>®</sup>. “So we are very pleased to be working with our local veterinarians to offer the Sentinel Growing Up With Pets program.”

According to a national survey conducted by Novartis Animal Health, U.S., Inc. of pet owners with young children:

- Seventy-four percent of parents were interested in information regarding pet-specific precautions to take with toddlers in the house.
- Fifty-seven percent of expecting mothers and fathers were concerned about how a pet would react to the arrival of their newborn baby and behavior issues that might ensue.
- Seventy-four percent of parents were interested in information on how to protect children from health risks that pets can pose.
- Seventy-one percent of parents were concerned about using a flea prevention treatment that is applied externally to the pet.

To kick off the SENTINEL<sup>®</sup> (milbemycin oxime/lufenuron) Flavor Tabs<sup>®</sup> Growing Up With Pets program in each of the nine markets, a nationally-recognized veterinarian, will meet with local veterinarians and discuss the program.

“Our industry has needed a resource like this that provides high-quality, comprehensive information to families with pets on issues such as zoonosis and how to ensure proper interaction between young children and the family dog,” said Dr. Kinnarney. “I want to applaud Novartis for being proactive on this issue and devoting considerable resources to develop this much-needed program.”

Dr. Kinnarney also added, “I’m not aware of any other existing resource that provides such complete and insightful information to parents with pets and young children.”

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“This is an ideal program for SENTINEL<sup>®</sup> Flavor Tabs<sup>®</sup> because our product addresses many of the concerns raised by parents with children and pets at home,” Putz said.

SENTINEL<sup>®</sup> (milbemycin oxime /lufenuron) Flavor Tabs<sup>®</sup> is the only oral five-in-one product that protects against five different parasites: heartworm, fleas, adult hookworm (*Ancylostoma caninum*), adult roundworm and whipworm.

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Novartis Animal Health, U.S., Inc. headquartered in Greensboro, N.C, researches, develops and commercializes leading animal treatments that meet the needs of pet owners, farmers and veterinarians. For further information, please consult [www.petwellness.com](http://www.petwellness.com)

Novartis AG (NYSE: NVS) is a world leader in pharmaceuticals and consumer health. In 2003, the Group's businesses achieved sales of USD 24.9 billion and a net income of USD 5.0 billion. The Group invested approximately USD 3.8 billion in R&D. Headquartered in Basel, Switzerland, Novartis Group companies employ about 80,000 people and operate in over 140 countries around the world. For further information, please consult <http://www.novartis.com>.

Dogs must be tested for heartworm prior to using SENTINEL<sup>®</sup> (milbemycin oxime/lufenuron) Flavor Tabs<sup>®</sup>. In a small percentage of dogs treated with SENTINEL<sup>®</sup> Flavor Tabs<sup>®</sup>, digestive, neurological and skin side effects may occur. See product insert for full product information.