
**Brakke Consulting's
Animal Health News & Notes for October 2, 2009**
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**BRAKKE CONSULTING, INC.
DUE DILIGENCE SEMINAR
OCTOBER 27 - 28, 2009
KANSAS CITY
ONLINE REGISTRATION NOW AVAILABLE**

Brakke Consulting announces a two day seminar covering the details of due diligence, a key element in the successful acquisition of companies, assets and intellectual property.

The seminar is designed to increase a company's probability of success in a purchase or sale by providing the details to ensure that all the important phases of the due diligence process are included. Speakers at the Brakke seminar will include Ron Brakke, John Mannhaupt and Joel Adamson, Brakke personnel who are well experienced in due diligence, as well as outside speakers from the finance industry and the legal profession.

For more information on the seminar or to register, visit our website at
www.BrakkeConsulting.com

COMPANY NEWS RELEASES

> Sanofi-Aventis SA is likely to exercise its option to create a massive animal health joint venture with Merck & Co, according to the company's chief executive. Sanofi has 100 days after the close of the Merck/Schering-Plough merger to exercise its option to combine the **Merial** and **Intervet/Schering-Plough** businesses. (*Reuters*)

> The American Veterinary Medical Foundation (AVMF) and **Pfizer Animal Health** introduced a new, annual scholarship program that will award up to \$2 million through 2012. The Pfizer Animal Health Veterinary Student Scholarship Program will award \$2,500 scholarships to more than 225 US veterinary students per year. Although the program is open to all second and third year veterinary students, at least 40% of the awardees will be students likely to enter food animal medicine or rural practice, and approximately 30% of scholarship recipients will be from diverse backgrounds. *(Feedstuffs)*

> **Bimeda** and **Virbac** announced that Bimeda will become the exclusive US and Canadian distributor for Virbac's Equell (ivermectin) paste and Equimax (ivermectin praziquantel) Paste. *(company press release)*

> **CEVA Sante Animale** and **ECAT** announced have partnered to form a new company, ECAT In Ovo, dedicated to supply In Ovo Injection equipment. ECAT In Ovo will produce, commercialize and service the In Ovo equipment EGINJECT produced by ECAT. *(company press release)*

> **MBF Therapeutics** Inc. and the Lankenau Institute for Medical Research (LIMR) announced that they have formed a strategic relationship to support the development of MBFT-101, a treatment for common and aggressive cancers in dogs and cats. The agreement provides MBFT with exclusive access to preclinical data from research being conducted by Dr. Thomas O'Brien, professor at both LIMR and Thomas Jefferson University. *(PRNewswire)*

> **BioElectronics** Corp. announced the availability of the HealFast Therapy PetPatch, a miniaturized equivalent of pulsed electromagnetic energy machines, and the HealFast RecoveryCoat, which allows vets and owners to position the patch directly over the swollen joint without putting adhesive on the pet's fur. *(Market Wire)*

> EU **Intervet/Schering-Plough Animal Health** announced completion of initial market introductions of Vectin (ivermectin chewable tablets), a new broad spectrum horse dewormer that is formulated as a tasteful cookie. Vectin has been launched in Germany, Hungary, the Netherlands and Sweden. *(company press release)*

**NEW BRAKKE CONSULTING STUDY:
EQUINE MARKET MEGASTUDY II
NOW AVAILABLE!**

A comprehensive new national survey of 1,000 US horse owners for the first time estimates the market size for more than a dozen categories of widely used products. It also shows that the current US recession has had a material, negative impact on horse ownership and product sales.

The study, Equine Market MegaStudy II, includes more than 400 brands in 14 separate product categories. It examined what brands were purchased, how often they were purchased, where they were purchased, and the amount of money spent.

The 200-page report also includes extensive data on horse owner demographics, media usage, event participation and shopping habits. The research was conducted by Brakke Consulting and The Pert Group (a recent merger of Market Directions, Pert Survey Research and Pulsar Research and Consulting).

Equine Market MegaStudy II is now available for \$9,900. For more information or to order a report visit our website or contact jvolk@brakkeconsulting.com, (773) 327-4941.

www.BrakkeConsulting.com

ANIMAL HEALTH NEWS

> US - ANIMAL HEALTH WEBSITE The Animal Health Institute announced the launch of www.healthyanimals.org, a website developed as part of the association's educational initiative: Healthy People. Healthy Animals. Healthy Planet. The campaign's mission is to underscore the importance of keeping animals healthy to keep humans healthy. The site serves as an online resource in three key areas: Zoonotic Diseases, Pets, and Food Safety. (association press release)

> US - NATIONAL PET WELLNESS MONTH October is National Pet Wellness Month. This year's campaign, "A Happy, Healthy Pet Starts With a Plan," which aims to educate pet owners about regular veterinary care, is sponsored by the American Veterinary Medical Association, **Fort Dodge Animal Health**, and **Veterinary Pet Insurance**. (CatChannel.com)

NEW BRAKKE CONSULTING STUDY: CANCER IN DOGS AND CATS COMING IN OCTOBER

In 2002, Brakke Consulting published an overview of the treatment of cancer in dogs and cats. We are pleased to announce that an update of this highly regarded report will be completed in October 2009.

The 2009 Cancer Study will include up-to-the-minute information on the incidence and treatment of the common veterinary cancers. The study includes a survey of over 200 general veterinary practitioners as well as interviews with veterinary oncologists. Reviews of new and developing veterinary cancer chemotherapeutics are included in the report as well.

The report is priced at \$8,500, but **pre-publication orders placed by October 16 will be eligible for a discounted price of \$7,000.**

For more information, please visit our website at www.BrakkeConsulting.com or contact Dr. Lynn Fondon at lfondon@brakkeconsulting.com .

BRAKKE CONSULTING VIEWPOINT

The third quarter is now behind us and we look forward to obtaining the earnings results from some of the leading companies in the next couple of weeks. Feedback from the marketplace indicates that the third quarter was fairly strong in some product areas. We've had a number of senior managers indicate that they made their numbers in the third quarter and are more optimistic than we have been regarding the possibilities for the fourth quarter. Whatever the case, we're of the opinion that most companies look forward to having 2009 behind them.

There were a number of press releases during September that assisted in understanding what is likely to happen as a result of the mega transactions occurring in the industry. There is still at least one additional transaction that could cloud the marketplace scene for the next few months.

Thanks for the positive feedback on the "History of the Animal Health Industry" book that we launched on September first. We're very pleased with the reception for the book and want to let you know that we still have a limited number of books left in inventory. There will not be another

printing, so if you'd like a copy of this one-of-a-kind book, please call Jane Morgan in the Dallas office.

Have a good weekend!!

Ron Brakke

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