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eyeD™ to Sponsor Pennsylvania National Horse Show

SUMMIT, NJ, September 14, 2011 – Global Animal Management announces that eyeD™ will be the Title Sponsor of Junior Weekend at the Pennsylvania National Horse Show in Harrisburg, Pa., Oct. 13-22. eyeD is the first equine identification system to utilize iris scanning technology. Horse owners and enthusiasts will have an opportunity to learn more about eyeD and sign up for special offers during the event.

“We will provide demonstrations of eyeD technology before its official launch,” said David Knupp, marketing manager, Global Animal Management. “Attendees will also have the opportunity to register their horses and become early-adopters of the eyeD solution.”

The eyeD solution is secure, easy-to-use and accurate. It provides a non-invasive option for horse owners, veterinarians, associations and event regulators to identify horses and manage equine information. The technology is more accurate than tattoos or markings and more secure than paper documents. It offers an easy alternative to the complication and uncertainty of traditional ID methods.

“Horse owners can ensure lower stress levels and increased safety of their horses by using eyeD,” Knupp said. “eyeD will provide no more undue stress to your animal.”

eyeD utilizes the unique features of the animal’s iris to establish an identification code in much the same way that iris identification has been perfected in humans. A digital photo, called an eyePrint, is taken of each of the horse’s eyes using a special camera. The images are electronically stored along with photos to pedigree registrations and medical records, among other information. Because no two irises are alike, an eyePrint is more accurate than a fingerprint.

As one of the largest indoor horse shows in the United States, the 66th Pennsylvania National Horse Show will feature some of the best Hunters and Jumpers in the nation. For more information on the Pennsylvania National Horse Show, log on to www.panational.org.

Global Animal Management is a wholly-owned subsidiary of Merck and Co., Inc. For more information on eyeD, please visit www.eyeD.com.

About Merck Animal Health

Today's Merck is a global healthcare leader working to help the world be well. Merck Animal Health, known as MSD Animal Health outside the United States and Canada, is the global animal health business unit of Merck. Merck Animal Health offers veterinarians, farmers, pet owners and governments one of the widest range of veterinary pharmaceuticals, vaccines and health management solutions and services. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals. It invests extensively in dynamic and comprehensive R&D resources and a modern, global supply chain. Merck Animal Health is present in more than 50 countries, while its products are available in some 150 markets. For more information, visit www.merck-animal-health.com.

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