



Animal Health

News

Pfizer Animal Health Offers Innovative New Tool for Horse Owners

Unique, Interactive CD-ROM Helps Solve The Parasite Puzzle

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New York, NY (June 17, 2002)—Pfizer Animal Health is proud to announce the creation of a unique tool, designed to help horse owners take better care of their horses and learn more about the significant threat posed by equine parasites. The first of its kind, this innovative, multi-media CD-ROM uncovers the hidden dangers of subclinical parasitism and what owners can do to combat it.

Aptly dubbed **The Parasite Puzzle**, this disk offers substantial information on equine parasites in a fun and intriguing environment. Consumers can not only learn important information about different species of parasites and how to fight them, but they can also play games, watch a full-length video and view video comments by some of the industry's leading competitors.

“The Parasite Puzzle CD-ROM represents a fun and challenging way of learning about what is really a serious, constant threat to the health and performance of all horses—equine parasitism,” said Dan Kramer, Equine Market Manager at Pfizer Animal Health. “There is a lot of conflicting information out there about this disease, but we hope that this material will help people sort through the facts and provide the best possible care for their horses.”

The centerpiece of the CD-ROM is a presentation called Facts about Parasites. This section chronicles the evolution of parasitism in the horse, reviews six major species of equine parasites and their characteristics, addresses the development of anthelmintics and compares various methods for fighting equine parasitism.

The disk takes a fast-paced turn with its two interactive games, The Pfizer Challenge and Match the Parasite. The games reinforce information from Facts about Parasites in an exciting, interactive way. Users of all ages will enjoy competing for the best score in The Pfizer Challenge and testing their wits and knowledge in Match the Parasite.

The Parasite Puzzle will be available at consumer events throughout the country this year. For information on how to obtain a copy, e-mail ParasitePuzzle@Pfizer.com. Visit www.pfizer.com/equine for more information on Pfizer Animal Health's complete line of equine products.

Pfizer Inc discovers, develops, manufactures and markets leading prescription medicines, for humans and animals, and many of the world's best known consumer products.

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****Photos to accompany this release are available on the news release section of www.equineresources.com****