Features

a) PREVICOX is a coxib class Non-Steroidal Anti-Inflammatory Drug (NSAID) developed specifically for veterinary use

b) Approved for orthopedic and soft tissue surgery

c) Available in two sizes as flavored chewable tablets for dispensing

d) Firocoxib is rapidly absorbed following oral administration; detected in plasma after 30 minutes

e) Inhibits COX-2 enzyme

Functions

a) Developed to alleviate the pain and inflammation associated with canine osteoarthritis (OA)

b) Reduces pain following surgery

c) Given once a day, with or without food for canines diagnosed with osteoarthritis & give once a day for up to three days, with or without food for orthopedic and soft tissue surgery in canines

d) Peak plasma levels reached within 90 minutes and maintains inhibition concentration levels of 50% for a full 24 hrs

e) Reduces pain and inflammation

Benefits

a) Dog-designed formula acts fast to relieve pain and potentially improve the mobility of dogs with OA

b) In previous safety studies, no statistically significant increase in bleeding times or clotting profile variables were observed in treated dogs vs. untreated controls

c) Convenient for pet owners and practical dosing for DVMs (same dose rate for all label claims) with no age restrictions. Safe at recommended doses

d) Rapid absorption and COX-2 inhibition for a full 24 hrs

e) Inhibits COX-2 while sparing COX-1 enzymes, which help maintain the homeostasis of GI, renal and platelet function

Clinical relevance has not been determined.

*In a multi-center field study PREVICOX Chewable Tablets were rated Convenient to administer (97.2%) by owners.

Important Safety Information: As a class, cyclooxygenase inhibitory NSAIDs may be associated with gastrointestinal, kidney, of liver side effect. These are usually mild, but ma be serious. Pet owners should discontinue therapy and contact their veterinarian immediately if side effects occur. Evaluation for pre-existing conditions and regular monitoring are recommended for pets on any medication, including PREVICOX. Use with other NSAIDs, corticosteroids or nephrotoxic medication should be avoided. Refer to the prescribing information for complete details or visit www.previcox.com.

Convenient for Clients

Once-daily dosing

<table>
<thead>
<tr>
<th>Dog Body Weight</th>
<th># of Tablets/Daily Dose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range (lbs.)</td>
<td>57mg</td>
</tr>
<tr>
<td>12.5-18</td>
<td>1/2 tablet</td>
</tr>
<tr>
<td>19-35</td>
<td>1 tablet</td>
</tr>
<tr>
<td>36-71</td>
<td>1/2 tablet</td>
</tr>
<tr>
<td>72-120</td>
<td>1 tablet</td>
</tr>
<tr>
<td>121-160</td>
<td>1 1/2 tablets</td>
</tr>
<tr>
<td>161-240</td>
<td>2 tablets</td>
</tr>
</tbody>
</table>

The above is a suggested dosing guide.

Rewards for Veterinary Hospitals

PREVICOX Select Program

The PREVICOX Select Program rewards customers with:

- **Select Program**
  Receive 60-day terms on all PREVICOX (firocoxib) orders all year long

- **Mid-year & Year-End Rebates**
  Purchase a minimum of $2000 worth of PREVICOX during 2013 while growing tablets purchased vs. 2012 tablet purchases to receive rebates.

  - Grow tablets purchased by 3% - 9.99%, receive a 5% REBATE
  - Grow tablets purchased by 10% - 19.99%, receive a 7% REBATE
  - Grow tablets purchased by 20%, receive a 9% REBATE

  *The first $15,000 of Previcox purchases. Other terms apply.

Sound Byte

CHECK-OFF & ECHO NOTES

Confidence

Doctor, I am confident PREVICOX, the NSAID designed specifically for veterinary use, provides fast-acting, safe control of pain and inflammation associated with OA and surgery.¹

Invitation (neutral)

Let’s review the key benefits of PREVICOX…

It’s the customer’s decision

… so you can decide if PREVICOX is right for your clients’ pets that have pain and inflammation caused by osteoarthritis or surgery.

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www.PREVICOX.com