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VIRBAC LAUNCHES A NEW BROAD SPECTRUM HEARTWORM ANTHELMINTIC

IVERHART MAX Protects Dogs Against Heartworms, Roundworms, Hookworms and Tapeworms

FORT WORTH, Texas (November 13, 2006) – Virbac Animal Health (Virbac) announced today the planned launch of IVERHART MAX™ (ivermectin/pyrantel pamoate/praziquantel) in December 2006, a new product in Virbac’s veterinary line of endoparasitic products.

IVERHART MAX is the first and only broad spectrum heartworm anthelmintic developed for the prevention of heartworm disease and the treatment and control of roundworms, hookworms and, now, tapeworms.

“Veterinarians continue to reinforce to pet owners the importance of preventing heartworm disease as well as common and potentially zoonotic intestinal parasites,” said Scott Ethridge, Virbac Endoparasitic Product Manager. “To address the repugnancy of tapeworms and their zoonotic potential, IVERHART MAX now offers veterinarians the first heartworm anthelmintic that also protects against tapeworms, in addition to roundworms and hookworms.”

The new product is backed by the IVERHART MAX Guarantee. In this commitment to veterinarians and pet owners, Virbac will cover the cost of treatment should an animal test positive for heartworms, roundworms, hookworms or tapeworms while taking IVERHART MAX. It is the first product to combine the three active ingredients ivermectin, pyrantel pamoate and praziquantel into a once-a-month chewable tablet that dogs find highly palatable.

In a recent roundtable meeting, entitled *Tapeworms: Overlooked, Underdiagnosed, Undertreated*, parasitologists and veterinarians endorsed the concept of year-round prevention. Among those participating were several members of the Companion Animal Parasite Council (CAPC), an independent council of veterinary professionals who have created guidelines for optimal control of internal and external parasites.

"The CAPC guidelines are intended to improve pet owner compliance, prevent parasitic disease in pets, and prevent the transmission of parasites from pets to people," said Dr. Byron Blagburn, CAPC president-elect. "CAPC believes that the best way to accomplish this is to recommend year-round use of heartworm preventatives with broad spectrum activity against gastrointestinal parasites."

IVERHART MAX is available in both 6-month and 12-month packaging to aid in year-round protection protocols. It is offered in four, color-coded sizes to meet the specific weight ranges of dogs (toy, small, medium and large) with each size having a 30-month shelf life.

For more information on IVERHART MAX, call 1-800-338-3659.

About Virbac

Virbac Animal Health, headquartered in Fort Worth, Texas, markets leading veterinary products under the brand names of Soloxine[®], C.E.T.[®] Home Dental Care, the Allerderm[®] line of dermatology products, IVERHART MAX[™] and IVERHART[®] PLUS (ivermectin/pyrantel) and Preventic[®]. For more information on Virbac and the company's products, please visit www.virbaccorp.com.

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