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News Release

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Bayer Animal Health Recognizes Outstanding Veterinarian with its First “Legend of the Year” Award

Dr. Liz Bracken of Atascadero, Calif., honored at AAEP Annual Convention

BALTIMORE (December 6, 2010) – Bayer Animal Health honored Dr. Liz Bracken of Atascadero, Calif., as the inaugural recipient of the “Legend of the Year” award, which recognizes veterinary professionals who provide equitarian aid or exceptional care for unwanted or abandoned horses. The award – which includes a \$5,000 donation to Miller’s Equestrian Center and Sanctuary in San Luis Obispo, Calif. – was presented to Dr. Bracken at the 56th Annual Convention of the American Association for Equine Practitioners (AAEP) in Baltimore, Md.

Every year, an estimated 170,000 horses in the United States are subject to improper care, abuse or neglect.¹ Bayer Animal Health asked horse owners and veterinary professionals to nominate veterinary professionals whose commitment to equine care has been exceptional for the “Legend of the Year” award. Hundreds of nominations were received from Sept. 1, 2010 through the Oct. 31, 2010 deadline, many of them detailing how vet professionals have responded to the problem of horse abandonment, which has increased during the recession. The nominations predominantly came from horse owners who participated in an online quiz called “What Legend is Your Horse?” sponsored by Bayer Animal Health, available at www.MyLegendaryHorse.com.

“As part of our commitment to provide animal health solutions that support veterinarians, Bayer Animal Health understands the unwavering care these veterinary professionals provide,” said Scott King, DVM, equine products manager at Bayer Animal Health, who presented the award during the keynote speech at the meeting. “In honoring veterinary professionals with our ‘Legend of the Year’ award, we honor their often selfless and uncompensated efforts to provide exceptional care for abused or neglected horses. It is the least that we can do to recognize the efforts of these exceptional veterinary professionals,” King said.

Dr. Bracken selected Miller’s Equestrian Center and Sanctuary to receive the \$5,000 donation to support its mission to benefit children in the community through the rescue of horses.

“It was such an honor to receive this award just for doing something that I love,” said Dr. Bracken, who rehabilitates rescued horses for use by children in California and Mexico. “It is so rewarding that my work touches people’s lives, and I am thankful to Bayer Animal Health for this donation.”

The company also recognized the following four finalists for their exemplary contributions to horse rescue:

- Karina Benish, RVT, Ramona, Calif.
- Dr. Woodrow Friend, Lexington, Ky.
- Dr. Sheila Lyons, Brockton, Mass.
- Dr. Mike Martin, Roseburg, Ore.

For more information on the Bayer Animal Health “Legend of the Year” award, visit:
www.MyLegendaryVet.com.

For more information about Bayer Animal Health and equine treatments, visit:
www.bayerequineconnection.com.

About Bayer Animal Health

Bayer HealthCare, a subsidiary of Bayer AG, is one of the world’s leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Diabetes Care and Pharmaceuticals divisions. The pharmaceuticals business operates under the name Bayer Schering Pharma AG. Bayer HealthCare’s aim is to discover and manufacture products that will improve human and animal health worldwide. With sales of EUR 977 million (2009) the Animal Health Division is one of the world’s leading manufacturers of veterinary drugs. The division manufactures and markets approximately 100 different veterinary drugs and care products for food-supplying animals and companion animals (dogs, cats, horses).

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¹ Unwanted Horse Coalition. 2009 Unwanted Horse Survey. Available at
http://www.unwantedhorsecoalition.org/resources/UHC_Survey_07Jul09b.pdf