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Ron Long Joins Merial's IGENITY® Team

Duluth, Ga. — April 25, 2006 — Merial has announced that Ron Long has joined the company in a consulting role for IGENITY®. Specifically, Long will be a vital link and resource to Select Sires field representatives who service and distribute IGENITY tests to dairy producers. This announcement follows last year's agreement made by Merial and Select Sires to co-market IGENITY DNA tests and services in the United States.

"Merial is very excited to have someone of Ron Long's caliber working with our team," says Jennifer Daniels, Associate Product Manager, Merial. "His knowledge of producers' needs and his understanding of their questions related to breeding programs will be extremely helpful to Select Sires representatives who service and sell IGENITY DNA profiles and the producer customers who use them."

Based in Marysville, Ohio, Long will be a liaison between Merial and Select Sires. His primary responsibilities will be to lead training sessions, on-farm consultations and customer meetings for all of Select Sires' 10 regional cooperatives. These activities focus on educating the Select Sires sales team and producers on opportunities associated with DNA testing.

"I'm looking forward to working with Merial and Select Sires," Long says. "DNA testing is gaining in significance to the dairy industry, and I am eager to work with producers to help them use DNA profiles to make more confident selection, management and marketing decisions for their herds."

Dairy producers are no doubt familiar with Long's most recent work as vice president, dairy sire procurement for Select Sires. His 30 years of service to Select Sires began with laying the groundwork for the Select Mating Service™ (SMS™) and then many years selecting the best young sires to enter Select Sires' Program for Genetic Advancement™ (PGA) young sire program.

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"Ron is very well-respected by our field representatives and customers alike," says David Thorbahn, general manager of Select Sires. "His years of practical experience in genetic selection and herd mating will be a tremendous asset in helping producers best apply the advanced technology of IGENITY DNA tests and services."

IGENITY MultiMARK™ offers comprehensive testing

In October 2005, Merial introduced IGENITY MultiMARK™. This comprehensive group of DNA tests includes IGENITY DuraMAX™, a DNA analysis that is highly indicative of dairy form, which is one of the best predictors of productive life; IGENITY OptiYIELD™ and IGENITY ComponentMAKER™, which help producers select for the potential to optimize milk yield and composition, and superior component production; IGENITY RealRED™ to determine red coat color genes in black and red Holsteins; cheese production proteins beta lactoglobulin, kappa casein and beta casein; and genetic recessives BLAD and DUMPS. IGENITY MultiMARK Plus, the most comprehensive DNA test package available, offers all of these tests plus a test for Complex Vertebral Malformation (CVM).

Dairy producers simply supply an animal's tissue sample for the test — a blood sample or a nasal swab — and receive genotype information via fax, e-mail or hard copy. Producers who want to learn more about IGENITY tests and services can visit www.igenity.com, call (877) IGENITY (443-6489), or talk to a Merial or Select Sires sales representative.

Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health, well-being and performance of a wide range of animals. Merial employs approximately 5,000 people and operates in more than 150 countries worldwide. Its 2005 sales were in excess of \$1.9 billion. Merial Limited is a joint venture between Merck & Co. and sanofi-aventis. For more information, please see www.merial.com.

Based in Plain City, Ohio, Select Sires Inc., is North America's largest A.I. organization and is comprised of 10 farmer-owned and -controlled cooperatives. As the industry leader, it provides highly fertile semen as well as excellence in service and programs to achieve its basic objective of supplying dairy and beef producers with North America's best genetics at a reasonable price. For more information on Select Sires, please see www.selectsires.com.

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