



## Pfizer Animal Health

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**FOR IMMEDIATE RELEASE**

**New FluSure<sup>®</sup> XP Defense System Helps Producers Fight Swine Flu**

*Pfizer Animal Health introduces new swine flu vaccine*

**NEW YORK (Aug. 20, 2008)**—Swine producers know that protecting their pigs from swine influenza virus (SIV) is a challenge because the virus is like a moving target. Pfizer Animal Health announces the FluSure<sup>®</sup> XP Defense System—a complete approach to SIV management including an updated vaccine, FluSure XP, which helps build protection against current, prevalent strains of SIV.

“This virus shifts and evolves over time so we’ve formulated FluSure XP to help provide protection against the most contemporary flu strains,” said Mike Kuhn, DVM, senior veterinarian for Pfizer Animal Health. “As part of the FluSure XP Defense System, Pfizer Animal Health is committed to monitoring the emergence of new swine flu strains and updating its vaccine as the industry demands. Additionally, our field force can help producers with farm-specific vaccines as needed.”

Pfizer Animal Health scientists chose three viruses for the FluSure XP vaccine formulation: the H1N1 strain found in original FluSure; a human-like H1N1 isolate; and a Cluster IV H3N2 isolate. The three strains were chosen on the basis of epidemiological data, as well as cross-reactivity and previous efficacy studies. FluSure XP was developed to help protect pigs against influenza associated with the most contemporary H1N1, H1N2 and H3N2 field viruses.

“This broad-spectrum vaccine was developed to help protect against the most prevalent strains of swine flu,” Kuhn explains. “It’s important to focus on the right

strains and properly balance those strains to ensure that they all help provide protection. Pfizer Animal Health scientists worked hard to achieve this goal.”

The FluSure XP Defense System offers innovative solutions to help producers, including on-farm surveillance, diagnostics and autogenous vaccine development, when needed. The Pfizer Animal Health SIV Surveillance Team monitors swine flu virus trends to determine which new strains are threatening the industry and when FluSure XP should be updated.

FluSure XP is also available in the following combination products: FluSure XP/FarrowSure GOLD<sup>®</sup>, FluSure XP/FarrowSure GOLD B<sup>®</sup>, FluSure XP/ER Bac Plus<sup>®</sup>, FluSure XP/RespiSure<sup>®</sup>, FluSure XP/RespiSure/ER Bac Plus, FluSure XP/RespiSure-ONE<sup>®</sup>, and FluSure XP/RespiSure-ONE/ER Bac Plus.

For more information about the FluSure XP Defense System, veterinarians and producers should contact their local Pfizer Animal Health representative or visit [flusureXP.com](http://flusureXP.com).

Pfizer, Inc. (NYSE: PFE), the world’s largest research-based biomedical and pharmaceutical company, also is a world leader in discovering and developing innovative animal vaccines and prescription medicines. Pfizer Animal Health is dedicated to improving the safety, quality and productivity of the world’s food supply by enhancing the health of livestock and poultry; and in helping horses and pets to live longer and healthier lives. For additional information on Pfizer’s portfolio of swine products, visit [pfizerpork.com](http://pfizerpork.com).

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