



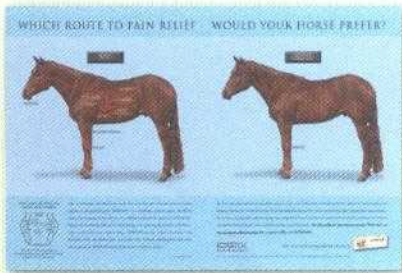
PREPARE FOR A BIG JUMP IN INTEREST.

Dear Veterinarian:

I wanted to let you know about some of the exciting programs we have planned for SURPASS® (1% diclofenac sodium) during 2007, because we will be encouraging horse owners to talk with you about the benefits of *putting the power where the pain is*.

Increased awareness creates interested clients.

From January through December, 2007, we will be running our SURPASS, "Which Route?" spread ad in national magazines targeted to horse owners, including: *Equus*, *The Horse*, *Chronicle of the Horse*, *Quarter Horse News*, *Performance Horse* and *Practical Horseman*.



This ad quickly communicates how SURPASS goes directly to the painful joint, bypassing sensitive internal organs, versus traditional NSAIDs that must travel through the horse's entire system.

Our potent testimonial ads will too.

During this same time period, we'll also be running SURPASS ads featuring champion barrel racer Terri Kaye Kirkland in *Barrel Horse News* and *Barrel Racer News*. Terri Kaye talks about why she now prefers SURPASS to systemic bute (phenylbutazone) treatment.



Prepare for a big jump in interest.

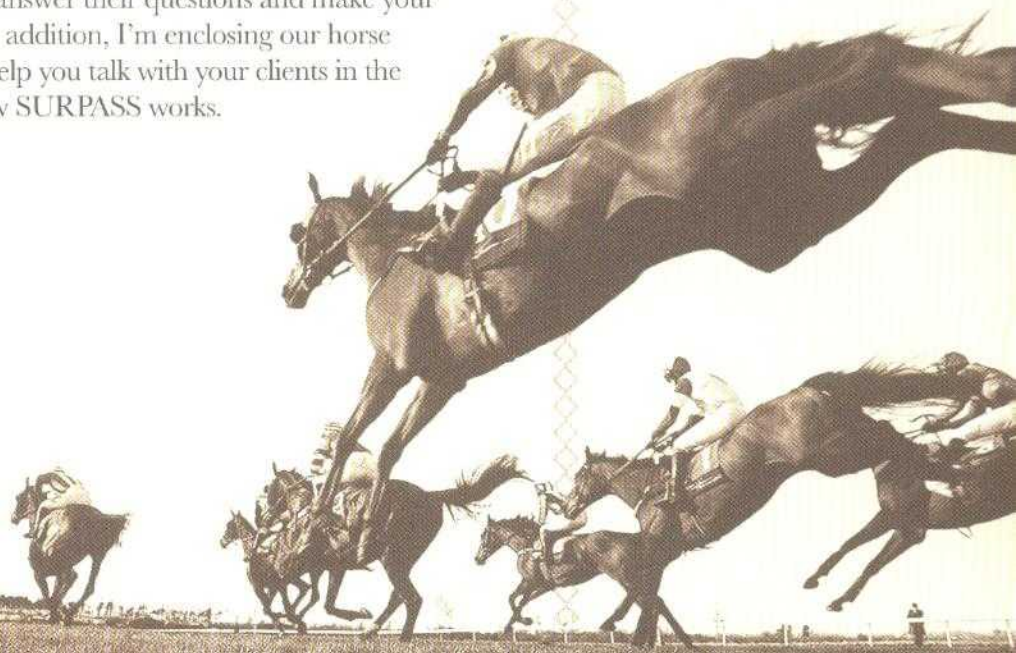
All of these activities will generate significant interest in SURPASS. I encourage you to visit surpasshorse.com to review the information that horse owners will be seeing so you are prepared to answer their questions and make your recommendation. In addition, I'm enclosing our horse owner brochure to help you talk with your clients in the field and explain how SURPASS works.

Don't take our word for it. Take the words of other equine veterinarians.

"Another way to minimize adverse effects is using a preparation that is delivered directly to the affected area, but does not end up in the horse's general blood circulation (systemic) in high concentrations. A good example is the topically administered NSAID, SURPASS, which circumvents delivery of the drug to the horse's other organs, including the GI lining and kidneys. In some instances, use of the cream can permit oral dosing of phenylbutazone or flunixin to be substantially reduced or even discontinued."

ANTHONY BLIKSLAGER, DVM, PhD, DACVS
NORTH CAROLINA STATE UNIVERSITY
New Perspectives on the Pain Drain, the horse.com, June 2006

See reverse for special offer.



Chloe the SURPASS Horse



Along with a premium offer to support your recommendation.

To help drive sales, every SURPASS ad encourages horse owners to visit our Web site to take advantage of a special offer. The new offer is a FREE "Chloe," the SURPASS horse, with proof of purchase. This soft, plush pony is named for diclofenac sodium, the active ingredient in SURPASS topical cream—and she comes complete with her very own cotton SURPASS T-shirt. Owners simply download an order form from the site and return it to IDEXX with a copy of an invoice from you, their veterinarian, for the purchase of SURPASS.

Finally, I'd like to point out the **Happy Owners** and **Happy Equine Professionals** pages of the new Web site. I think you'll find the comments of other equine practitioners particularly interesting.

Let us know if you need further support.

If you would like more information about SURPASS, to schedule a seminar in your practice or to order additional product, contact your IDEXX equine health sales specialist. You can also call IDEXX Pharmaceuticals Customer Support at 1-800-374-8006. **Get ready for the rush...**

Sincerely,

Scott Moffitt
Director of Equine Marketing and Sales, IDEXX Pharmaceuticals

12 FOR 10 SPECIAL

Buy two boxes (12 tubes) of SURPASS before June 29, 2007, and pay for only 10 tubes.

As with all prescription drugs, be sure to read and understand the veterinary package insert (which can be found in the enclosed horse owner brochure) before prescribing SURPASS.

"I think equine veterinarians should consider using SURPASS because it can significantly reduce their use of systemic nonsteroidal anti-inflammatories with far fewer side effects."

RICHARD MARKELL, DVM
RANCH & COAST
EQUINE PRACTICE
Encinitas, California

"Try it. It is a very useful drug. Several owners and trainers I know don't like to use injections, and with SURPASS they can treat the site of the pain like an injectable, but in a way they can feel good about. I am very pleased with this product. It is definitely a winner."

ANDREW ROBERTS,
DVM
Lexington, Kentucky