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Pfizer Animal Health to Acquire Catapult Genetics and Bovigen

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Gene Marker Technology to Support Global Livestock Producers

(BUSINESS WIRE)--Pfizer Animal Health today announced it will acquire two market-leading livestock genomics companies:

- Catapult Genetics, Pty., Ltd., focused on developing and commercializing innovative livestock DNA tests and gene markers to assist global food producers, processors and retailers in improving profitability and quality in the global food chain; and
- Bovigen, LLC, which markets DNA technology, including Catapult's products in the U.S. and throughout Canada, Central America and South America.

Terms of the agreements were not disclosed. The acquisitions are expected to close by the end of this month. The two companies will continue to market products and services to their own customers as well as Pfizer Animal Health customers.

"This is a strategic initiative that places Pfizer at the forefront of livestock gene marker R&D and enhances Pfizer's ability to offer more complete solutions to global livestock producers," said Juan Ramon Alaix, president, Pfizer Animal Health.

Current genetic tests are focused on productivity and carcass quality, while future genetic tests may one day allow producers to better predict disease in individual animals, thus helping veterinarians and producers target medicines to livestock that need it most, Alaix said.

"Catapult's ongoing product R&D is based on core technology platforms developed in collaboration with research groups in Australia and New Zealand," said Gerard Davis, chief executive officer, Catapult Genetics. " Now with Pfizer's added resources and capabilities, we expect livestock producers will begin to see an enhanced range of genetic tools. For sheep and beef cattle producers in Australia and New Zealand there will be benefits from a continued focus on their needs as well as access to new and improved products," Davis said.

Pfizer will continue to access and draw on the best R&D from Australia, New Zealand, the U.S., and Europe. As novel marker panels are discovered and developed, Pfizer plans to introduce new products and services to livestock producers.

Expanded Support to Beef Producers

"In the U.S., Pfizer also will be able to enhance the development and uptake of new genetic markers identified through Bovigen's participation in The Carcass Merit Project with Texas A&M University and the National

Cattlemen's Beef Association. This project, partially funded by the Beef Checkoff Program, is designed to generate new and important markers for U.S. cattle producers," said Victor Castellon, chief executive officer, Bovigen.

"DNA markers allow beef producers to make better management decisions, to improve the quality of their herd by selecting animals with certain high-valued genetic traits, and to create a long-term, positive economic impact for their business," said Nigel Evans, senior director of business innovation for Pfizer Animal Health, who will lead the Catapult and Bovigen businesses for Pfizer.

Genetic information also can help guarantee food quality – beef tenderness or well-marbled beef. Gene markers help beef producers to identify better breeding stock.

"Our move today expands Pfizer's already strong commitment to promoting livestock health and safe, high-quality food around the world," Evans said.

About Catapult Genetics

Catapult Genetics, Pty., Ltd., was formed in December 2006 with the merger of Catapult Systems, based in New Zealand, and Genetic Solutions, based in Australia. Catapult is a global innovator and leader in sheep and cattle DNA testing technologies for meat and carcass quality and production efficiency under the GeneSTAR® Quality Grade, Feed Efficiency, the SureTRAK® system, and the SireTRACE™ product brands. In addition to co-founders Gerard Davis and Jay Hetzel, shareholders include AgResearch, CSIRO, Kestrel Capital's Nanyang Innovation Fund, and Meat & Wool New Zealand. For more information on Catapult Genetics visit www.catapultgenetics.com.

About Bovigen

Bovigen, LLC, based in Harahan, Louisiana, is a global genetic technology company founded by Vic Castellon in 2003. Bovigen will continue to market and service Catapult's products throughout the Americas. For more information visit www.bovigen.com or in the U.S., call 877.BEEF.DNA

About Pfizer Animal Health

Pfizer Inc. (NYSE: PFE), the world's largest research-based pharmaceutical company, 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 companion animals live longer and healthier lives. For additional information on Pfizer's portfolio of animal products, visit www.PfizerAH.com.

DISCLOSURE NOTICE: The information contained in this release is as of March 18, 2008. Pfizer assumes no obligation to update any forward-looking statements contained in this release as the result of new information or future events or developments. This release contains forward-looking information about the agreements by Pfizer to acquire Catapult and Bovigen and about the potential benefits of Catapult's and Bovigen's DNA technologies that involve substantial risks and uncertainties. Such risks and uncertainties include, among others, the satisfaction of the conditions to closing the agreements; the uncertainties inherent in research and development; decisions by regulatory authorities regarding whether and when to approve products or services; and competitive developments. A further list and description of risks and uncertainties can be found in Pfizer's Annual Report of Form 10-K for the fiscal year ended December 31, 2007 and in its reports on Form 10-Q and Form 8-K.

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