



MEDIA ADVISORY
Sept. 3, 2014

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Zoetis Granted Conditional License for Porcine Epidemic Diarrhea Vaccine*

See complete news release at <http://news.zoetis.com/>.

Rich Media Assets

Video Asset Package

ANNOUNCEMENT FROM ZOETIS	
<p><u>Visual:</u></p> <ul style="list-style-type: none">• Zoetis logo <p><u>Copy:</u></p> <p>Title: Zoetis Granted Conditional License for Porcine Epidemic Diarrhea Vaccine*</p> <p>Copy: Zoetis Inc. today announced that the U.S. Department of Agriculture (USDA) has granted a conditional license for a vaccine to help fight porcine epidemic diarrhea virus (PEDv) in pigs. The two-dose inactivated vaccine, approved for use in healthy pregnant female pigs (sows and gilts), is designed to help them develop antibodies which can be transmitted to their newborn piglets. Zoetis anticipates the vaccine will be available to veterinarians and pork producers in September.</p> <p>*This product license is conditional. Efficacy and potency studies are in progress.</p>	
<p><u>Table of Contents:</u></p> <p>Asset Collection</p>	

<ul style="list-style-type: none"> • B-roll package vaccine production • B-roll package newborn piglets • B-roll package piglets entering nursery barn • Soundbites from Gloria Basse, vice president, U.S. Pork Business Unit, Zoetis • Soundbites from Raja Krishnan, senior director, Global Biologics Research, VMRD, Zoetis • B-roll package corporate building and signage 	
B-ROLL VIDEO	AUDIO
<p>CLIP 1:</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Overview: B-roll package vaccine production • Date: 9-2-14 • TRT: 0:37 	<p>0:33 No sound 1:10</p>
<p>CLIP 2:</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Overview: B-roll package newborn piglets • Date: 9-2-14 • TRT: 0:18 	<p>1:17 No sound 1:35</p>
<p>CLIP 3:</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Overview: B-roll package piglets entering nursery barn • Date: 9-2-14 • TRT: 0:37 	<p>1:43 No sound 2:20</p>

SOUNDBITES	AUDIO
<p>CLIP 1</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Spokesperson: Gloria Basse, vice president, U.S. Pork Business Unit, Zoetis • Overview: Zoetis announces conditional license for PED vaccine • Date: 9-2-14 • TRT: 0:22 	<p>2:27</p> <p>We at Zoetis are excited to announce that the USDA has granted conditional approval to our vaccine for porcine epidemic diarrhea virus (PEDv) in pigs. This vaccine is an important part of our commitment to working with veterinarians and pork producers to minimize the impact this devastating disease on pigs in their care.</p> <p>2:49</p>
<p>CLIP 2</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Spokesperson: Gloria Basse, vice president, U.S. Pork Business Unit, Zoetis • Overview: PEDv is a threat to animal health and producers' livelihoods • Date: 9-2-14 • TRT: 0:31 	<p>2:57</p> <p>We needed to be very quick in our response in bringing a vaccine to the marketplace because we knew last year as the weather got colder that more pigs die because of PEDv. So we needed to you know work fast and we brought our scientists and our experts here at Zoetis together with university experts and veterinarians throughout the U.S. to (ah) understand what's going to be the best way to build a vaccine and bring a solution to (ah) the market quickly.</p> <p>3:28</p>
<p>CLIP 3</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Spokesperson: Gloria Basse, vice president, U.S. Pork Business Unit, Zoetis • Overview: Zoetis expedites research and development process to meet an urgent need • Date: 9-2-14 • TRT: 0:20 	<p>3:34</p> <p>We at Zoetis understand the urgency of bringing to market vaccine and diagnostic solutions to help veterinarians and pork producers fight PEDv. In addition to this conditionally licensed vaccine, Zoetis continues to work with Iowa State University on a second vaccine approach to help control PEDv</p> <p>3:54</p>
<p>CLIP 4</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Spokesperson: Raja Krishnan, senior director, Global Biologics Research, VMRD, Zoetis • Overview: Conditional license based on safety and efficacy • Date: 9-2-14 • TRT: 0:07 	<p>4:01</p> <p>The conditional license for PEDv vaccine has been shown to be safe and has a reasonable expectation of efficacy.</p> <p>4:08</p>

<p>CLIP 5</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Spokesperson: Raja Krishnan, senior director, Global Biologics Research, VMRD, Zoetis • Overview: The vaccine requires two doses • Date: 9-2-14 • TRT: 0:12 	<p>4:15</p> <p>This vaccine will be used in healthy pregnant pigs, sows and gilts, twice, with the second vaccine being given to the mother pig two weeks before she gives birth.</p> <p>4:27</p>
<p>CLIP 6</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Spokesperson: Raja Krishnan, senior director, Global Biologics Research, VMRD, Zoetis • Overview: Zoetis is working to obtain full licensure in the U.S. • Date: 9-2-14 • TRT: 0:11 	<p>4:33</p> <p>We at Zoetis are committed to undertaking the efficacy studies and vaccine potency studies in order to obtain a full license for this PEDv vaccine.</p> <p>4:44</p>
<p>CLIP 7</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Spokesperson: Raja Krishnan, senior director, Global Biologics Research, VMRD, Zoetis • Overview: Zoetis is positioned to address emerging infectious diseases • Date: 9-2-14 • TRT: 0:39 	<p>4:51</p> <p>We have three critical capabilities that allow us to respond to the emerging infectious diseases area to benefit our customers. Those three key capability areas are the ability to rapidly recognize and identify those emerging diseases; working in partnerships with customers, veterinarians and surveillance agencies; and an R and D organization that is able to swiftly move forward to identify those pathogens and develop vaccine solutions and a strong manufacturing organization that is able to convert research into reliable and sustainable product supply.</p> <p>4:30</p>

B-ROLL VIDEO	AUDIO
<p>CLIP 1:</p> <p><u>Slate information</u></p> <ul style="list-style-type: none"> • Company: Zoetis • Overview: B-roll package corporate building and signage • Date: 9-2-14 • TRT: 0:17 	<p>5:36 Natural sound 5:46</p>
USAGE & COPYRIGHT	
<p><u>Visual:</u></p> <ul style="list-style-type: none"> • Zoetis logo • Tagline <p><u>Copy:</u> All trademarks are the property of Zoetis Inc., its affiliates and/or its licensors. All other trademarks are the property of their respective owners. ©2014 Zoetis Inc. All rights reserved.</p>	<p>(blank slate, midnight blue background)</p>

Product Photo Asset Package

PHOTOS	FORMAT
<p><u>Description:</u></p> <ul style="list-style-type: none"> • Vaccine product shots 	<p>50ds_1.jpg 50ds_transparent_wShadow.png 250ds_2.jpg 250ds_50ds_1.jpg PEDv_packaging_3.jpg PEDv_packaging_4.jpg PEDv_packaging_5.jpg PEDv_packaging_9.jpg PEDv_packaging_11.jpg PEDv_packaging_13.jpg PEDv_packaging_15.jpg</p>

* This product license is conditional. Efficacy and potency studies are in progress.

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