



Zoetis Introduces New West Nile Innovator App

New tool available to help guide vaccination purchase decisions

FLORHAM PARK, N.J., Sept. 10, 2013 — Vaccinations are important for horse health and worth the investment, especially when considering the cost of disease and treatment. With a new West Nile Innovator app available from Zoetis, horse owners can now use the Equine Encephalomyelitis Calculator to see this investment for themselves by evaluating the economic risk and expense of not vaccinating against certain mosquito-borne illnesses.

The West Nile Innovator app is available for free in the Apple® [App Store®](#). Its customizable Equine Encephalomyelitis Calculator allows horse owners to estimate the risks and costs associated with certain mosquito-borne viral diseases — including West Nile and Eastern, Western and Venezuelan equine encephalomyelitis in both vaccinated* and unvaccinated horses** — based on the value of their horse. As a default, the calculator factors an average horse valued at approximately \$2,500. The calculator predicts that, if left unvaccinated, this horse can have up to a 12.9% risk of clinical disease if West Nile virus affects the premises or barn. The calculator estimates costs to be up to \$614.86 for a horse unvaccinated and just \$47.91 for a horse vaccinated annually. With annual vaccination with WEST-NILE INNOVATOR®, this horse can have up to a 30 times lower risk of West Nile.



Compare costs of vaccinating to not vaccinating by choosing from among these mosquito-borne diseases.

Unvaccinated horses can be at serious risk of contracting diseases, particularly mosquito-borne illnesses, even in areas where the disease may not be common. The WEST NILE-INNOVATOR line of vaccines help deliver demonstrated protection against West Nile virus and aid in the prevention of viremia caused by West Nile virus, equine encephalomyelitis due to Eastern, Western and Venezuelan viruses, and tetanus.

Horse owners are encouraged to vaccinate for these mosquito-borne viral diseases as part of the routine spring services that their veterinarian offers. Along with guidance from a veterinarian, the West Nile Innovator app with its Equine Encephalomyelitis Calculator can assist owners with their decisions on which vaccinations to purchase to help protect horses against these costly diseases.

For more information on the West Nile Innovator app and its Equine Encephalomyelitis Calculator, contact your Zoetis representative, call 888-ZOETIS1 (888-963-8471) or visit westnileinnovator.com.

To ensure peace of mind, the WEST NILE-INNOVATOR vaccines also are part of the Equine Immunization Support Guarantee from Zoetis.[†] This guarantee provides up to \$5,000 for reasonable diagnostic and treatment costs if a horse properly vaccinated by a veterinarian contracts the corresponding equine disease.

Equine enthusiasts can learn more by visiting zoetisUS.com. Check out our free horse owner app at zoetisUS.com/EQStable. Follow us on Facebook[®] at [Facebook.com/EQStable](https://www.facebook.com/EQStable) and on Pinterest[®] at pinterest.com/EQStable.

About Zoetis

[Zoetis](http://zoetis.com) (zō-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on a 60-year history as the animal health business of Pfizer, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, with a focus on both farm and companion animals. In 2012, the company generated annual revenues of \$4.3 billion. With approximately 9,300 employees worldwide at the beginning of 2013, Zoetis has a local presence in approximately 70 countries, including 29 manufacturing facilities in 11 countries. Its products serve veterinarians, livestock producers and people who raise and care for farm and companion animals in 120 countries. For more information on the company, visit www.zoetisUS.com.

Zoetis is the proud sponsor with the Smithsonian Institution Traveling Exhibitions and the American Veterinary Medical Association of the mobile educational exhibit *Animal Connections: Our Journey Together*. Families visiting the exhibit will explore the vast bonds between people and animals and learn about the important role veterinarians play in protecting animal and human health. For more information, visit <http://www.zoetis.com/animal-connections-tour>.

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*Vaccination models have to consider the very small risk of vaccination failure.

**Leaving horses unvaccinated does not mean that the horses will fall ill. Some horses will get a disease and others won't. In horses that do get a disease, there will be costs related to treatment and illness but no vaccination costs. In horses that don't get a disease, there are no costs (for treatment or vaccination).

†This guarantee does not apply to, and Zoetis shall not be liable for, any (x) damages caused as a result of the improper handling, misuse or abuse of the vaccines that are the subject of this guarantee, or the willful misconduct or negligence of any third party, or (y) any indirect, punitive, special, incidental or consequential damages. Zoetis reserves the right to modify or cancel the terms and conditions of this guarantee.

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