



FOR IMMEDIATE RELEASE

CONTACT: Nicole Lowe
nlowe@webershandwick.com
212-537-8747

**VELCERA AND FIDOPHARM WILL PURSUE EXPEDITED APPEAL OF
GEORGIA COURT RULING AGAINST PETARMOR™ PLUS**

Sales and Availability of PetArmor Remain Unaffected

Yardley, Pa. (June 21, 2011) - Earlier today, the United States District Court for the Middle District of Georgia granted motions filed by Merial Limited and Merial SAS for contempt against Velcera and FidoPharm and their contract manufacturer for PetArmor Plus, Cipla Limited. The court has stayed its order for 60 days to allow for an appeal to the United States Court of Appeals for the Federal Circuit.

Velcera and FidoPharm intend to seek an expedited appeal and will vigorously defend their ability to continue selling PetArmor Plus, the first generic fipronil product available on retail shelves nationwide, in the United States. Velcera and FidoPharm also intend to pursue the action they filed in federal district court in Delaware in February 2011 seeking a declaratory judgment that Merial's patent directed to a particular composition containing fipronil and s-methoprene is invalid and not infringed by PetArmor Plus. The validity of Merial's patent was not at issue in the Georgia court proceedings.

Despite this ruling, PetArmor Plus remains available as a low cost flea and tick product for dogs and cats. Sales and availability of FidoPharm's PetArmor product remain unaffected by the ruling.

About FidoPharm

FidoPharm is a leading pet health products company committed to providing consumers with best-in-class pet health products that contain the same active ingredients as branded products but at a significantly lower cost. FidoPharm products are available at major retailers nationwide, offering consumers the benefits of convenience and cost savings to ensure the highest quality care for their pets. Learn more at www.PetArmor.com.

###