



FOR IMMEDIATE RELEASE

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**PETARMOR® PLUS REMAINS ON RETAIL SHELVES.
PATENT FIGHT CONTINUES. PETARMOR UNAFFECTED.**

Yardley, Pa. (August 23, 2011) – In the ongoing patent battle over the availability of FidoPharm’s PetArmor Plus (fipronil & S-methoprene) product, a generic version of Frontline® Plus, the United States District Court for the Middle District of Georgia has confirmed that PetArmor Plus can remain on retailer shelves while retailer supplies last.

The sale and availability of FidoPharm’s PetArmor (fipronil) product remains unaffected by this litigation.

Both PetArmor and PetArmor Plus are equally effective at killing adult fleas and ticks because both contain fipronil, the No. 1 vet-recommended active ingredient for flea and tick protection. PetArmor, which contains the same active ingredient in the same concentration as Frontline Top Spot®, is available at Walmart, Target, Walgreen’s, H-E-B, Walmart.com, PetCareRx.com, Target.com, Walgreens.com and select farm-and-garden supply stores. Pet owners can rest assured that any previously-purchased PetArmor Plus can be used safely on their pets as these legal issues are unrelated to product safety or performance.

The Georgia court’s order marks another chapter in Merial Limited’s and Merial SAS’s continued fight to block competitors from entering into the fipronil-based, flea-and-tick treatment market. The validity of Merial’s patent has not been fully considered by any court, and Velcera and FidoPharm maintain that they do not infringe any valid claim of the Merial patent in question. FidoPharm will continue its vigorous defense against Merial, so it can provide pets and pet owners even more options for effective, affordable and convenient flea and tick treatment.

“Merial has aggressively litigated its fipronil-related patents to stop perceived competitors from bringing to market, or even attempting to develop, products that could potentially compete with Frontline and Frontline Plus,” said Alex M. Kaufman, president and chief executive officer, FidoPharm, Inc. “We believe greater consumer access to top quality, affordable animal health products is fundamental to good pet health, and we will continue to develop best-in-class pet health products that contain the same active ingredients and effectiveness as branded products but at a significantly lower price to pet owners.”

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.