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BIVI Partners with Petfinder Foundation and The Animal Rescue Site for “A Shot at Life ... Join the 2 Million Pet Challenge!”

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ST. JOSEPH, Mo. (April 1, 2013) – Boehringer Ingelheim Vetmedica, Inc. (BIVI), announces a new partnership with Petfinder Foundation and The Animal Rescue Site to help vaccinate two million shelter animals.

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The initiative, called “A Shot at Life ... Join the 2 Million Pet Challenge!”, is a three-part collaboration between the parties to help provide shelter animals protection against disease so that they are more likely to be adopted. Nearly eight million pets enter the shelter environment each year, with about half of that number being adopted. “A Shot at Life ... Join the 2 Million Pet Challenge!” will vaccinate 25 percent of the shelter population and hopefully help more animals be adopted.

The Animal Rescue Site, a partner of GreaterGood.org, is a charity organization that encourages people to click daily on the “Click here – it’s FREE” button on their website. For every click, the funding from advertising sponsors helps pay for food and care for shelter animals.

The Petfinder Foundation works with shelters, rescue organizations and animal welfare organizations across the country to help ensure that no adoptable pet is euthanized for lack of a good home. Based on the number of “clicks” the campaign gets through The Animal Rescue Site, Petfinder Foundation will work with local shelters to provide vaccinations.

BIVI will provide the vaccines that will be granted to the shelters to vaccinate both dogs and cats. “We are extremely excited about this partnership,” says Colin Meyers, executive director, pet division. “We believe prevention is the best medicine and that every dog and cat deserves to be protected against disease.”

Thus far, BIVI has already donated 13,500 doses of vaccine to help animals displaced by Superstorm Sandy. Working with Petfinder Foundation, more than 13,000 animals were vaccinated due to this effort, and BIVI hopes “A Shot at Life ... Join the 2 Million Pet Challenge!” will help even more animals be vaccinated.

“Imagine two million animals being vaccinated just because people went to The Animal Rescue Site and clicked on our sponsorship ad,” says Meyers. “It is truly amazing what we can do if we work together, and I look forward to the day we vaccinate that two millionth pet.”

“The Animal Rescue site is proud to have Boehringer Ingelheim Vetmedica, Inc., as a partner,” says Liz Baker, executive director, GreaterGood.org. “We believe together we can give shelter pets a better chance of finding homes by keeping them healthy with vaccinations.”

“Our mission is to ensure no adoptable pet is euthanized for lack of a home. Providing good health is one of the biggest steps in helping animals find good homes. BIVI is providing that through preventive health,” says Lisa Robinson, executive director, Petfinder Foundation.

To help donate to the challenge and for information on how the challenge is progressing, visit www.TheAnimalRescueSite.com/AshotAtLife. For more information about BIVI, visit www.bi-vetmedica.com.

About Boehringer Ingelheim

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 145 affiliates and more than 44,000 employees. Since it was founded in 1885, the family-owned company has been committed to researching, developing, manufacturing and marketing novel medications of high therapeutic value for human and veterinary medicine.

In 2011, Boehringer Ingelheim achieved net sales of about \$17.1 billion (13.2 billion euro). R&D expenditure in the business area Prescription Medicines corresponds to 23.5 percent of its net sales.

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