

NEWS RELEASE



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FOR IMMEDIATE RELEASE

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Neogen again offers cash to trash old calf pullers

LEXINGTON, Ky., Dec. 1, 2011 — While a picture may be worth 1,000 words in some circles, a picture is definitely worth \$25, and possibly worth \$125, in Neogen's second annual calf puller purchase incentive program.

Neogen's Trash My Puller program offers a \$25 rebate for the purchase of one of Neogen's calf pullers — Dr. Frank's®, Calf-Eze™ or Ratchet Style Puller. To qualify for the rebate, simply purchase a Neogen puller and submit a picture of an old calf puller as it's being discarded.

"Last year's program showed there are a great number of old worn pullers out there, with many in incredibly bad shape," said Neogen's Andi Branstetter. "We're repeating the successful program this year to get even more of the worst pullers out of the barn."



William Martin of Athens, OH, was voted the most creative calf puller trasher by a wide margin in Neogen's Trash My Puller Program last year.

In addition, the photo submission that depicts the most creative method used to discard an old puller will win an additional \$100.

"The additional \$100 incentive is just for fun, and we strongly encourage creativity," said Andi. "We build our pullers to be strong and withstand the rigors of many years of calf pulling, but like all good things, they can't go on forever. We can't wait to see what new ideas people can come up with to discard their old pullers."

The Trash My Puller program runs from Jan. 1, 2012, through April 30, 2012. To participate in the program, purchase any of Neogen's calf pullers and submit your contact information, receipt of purchase and picture of your old puller being discarded to Neogen via the U.S. Mail, or via e-mail to trashmypuller@neogen.com.

Finalists for the additional \$100 prize will be chosen and posted on Neogen's Web site (www.neogen.com/trashmypuller) for Internet voting May 1 – May 31, 2012. The winner of the additional \$100 will be announced on June 1, 2012. Contact Neogen for full program details. For more information on the products the company offers, please visit Neogen's Web site at www.neogen.com.

DISCLAIMER: Please be careful when considering creative methods for discarding your old calf puller! Neogen will not be responsible for any injuries or damages that occur while discarding old product. Neogen will also not consider any pictures that depict dangerous activities for the additional \$100 prize.

Neogen Corporation (Nasdaq: NEOG) develops and markets products dedicated to food and animal safety. Neogen's Animal Safety Division markets a complete line of diagnostics, veterinary instruments, veterinary pharmaceuticals, nutritional supplements, disinfectants, and rodenticides.

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