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FOR IMMEDIATE RELEASE

Media Contact: Julie Lux  
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KENILWORTH, NJ (March 28, 2007) – The U.S. Department of Agriculture (USDA) has approved g.TAG™ electronic ear-tags for use in the National Animal Identification System (NAIS), offering producers greater choice and simplified means for participating in the voluntary NAIS program. TRI-MERIT, a single-source animal identification and data management system, is the only USDA-interim approved animal identification database to offer NAIS approved ear tags integrated within the system. The TRI-MERIT system is powered by Global Animal Management, a wholly-owned subsidiary of Schering-Plough Animal Health.

“The new, electronic ear-tags have been put together with the data system to create a completely integrated, fully approved cohesive package that’s easy for the producer to use. All a producer has to say is “yes” and our system handles the rest for him,” says Jim Heinle, president, Global Animal Management.

G.TAG tags are manufactured to be durable, reliable and readable. In addition, tags purchased within the system will have animal identification numbers automatically populated within the system for producers to assign to the animal receiving the tag, eliminating the data entry of each tag number.

Randolph Geissler, CEO of Geissler Technologies, founder of Destron® Fearing and developer of the g.TAG tags said, “The g.TAG tag is the beginning of the next generations of ear tags. When we set out to develop a new tag, we really focused on what the industry wanted. We have created a strongly encapsulated tag that offers greater protection of the device. The tag is universal, so it works with any applicator in the field.”

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The NAIS approved ear-tags complement the TRI-MERIT system, which is also USDA approved as a Process Verified Program (PVP) for age and source verification, adding further flexibility to producers' marketing opportunities. Unlike other brands, the g.TAG tags are available in any quantity, individually packaged and sequentially ordered.

To learn how to access the TRI-MERIT management program to meet animal identification and age and source verification needs, visit [www.tri-merit.com](http://www.tri-merit.com) and find a facilitator or call (800) 235-9824. A producer can access the system on his own, or through one of the 1,500 local veterinarian facilitators.

### **About Schering-Plough**

Schering-Plough Animal Health Corporation is the global animal health care business of Schering-Plough Corporation (NYSE:SGP). Global Animal Management is a wholly-owned subsidiary of Schering-Plough Animal Health. Schering-Plough is a global science-based health care company with leading prescription, consumer and animal health products. Through internal research and collaborations with partners, Schering-Plough discovers, develops, manufactures and markets advanced drug therapies to meet important medical needs. Schering-Plough's vision is to earn the trust of the physicians, patients and customers served by its more than 32,000 people around the world. The company is based in Kenilworth, N.J., and its Web site is [www.schering-plough.com](http://www.schering-plough.com)

SOURCE: Schering-Plough Corporation

For more information, visit: [www.mygamonline.com](http://www.mygamonline.com) and [www.SPAH.com](http://www.SPAH.com)

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