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For Immediate Release

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Lilly Companion Animal Health Joins Elanco Brand *Name changes but commitment to industry remains the same*

INDIANAPOLIS, May 15, 2009 – Eli Lilly Companion Animal Health announced today it will transition its name to Elanco Companion Animal Health. The transition, which begins immediately, is expected to be complete by January 2010.

“With the multiple acquisitions Elanco made last year, the company began moving all its brands under one name. This was the ideal time for the companion animal health team to officially recognize its affiliation with Elanco while retaining the unquestionable support it continues to receive from Lilly,” explained Eric Graves, director of global marketing and planning. “With this transition to Elanco Companion Animal Health, all of the animal health business will be under one brand name”

Lilly Companion Animal Health entered the market in January 2007 as a division of Elanco. The group currently has two FDA-approved products available to veterinarians in the U.S. and is developing a growing portfolio of first-in-class or best-in-class veterinary pharmaceutical products. Its innovative and robust product pipeline is due to a rich library of proprietary molecules, an aggressive research and development model and a unique acquisition strategy. Elanco, a division of Eli Lilly and Company, has been in the animal health industry since 1954 and has a proven presence in the beef, swine, dairy and poultry markets. The company develops and markets products in 75 countries and employs more than 2,000 people worldwide with offices in more than 30 countries. In 2008, Elanco acquired Ivy Animal Health as well as a dairy business from Monsanto.

While our name may be changing, our commitment to the veterinary profession remains certain,” Graves continued. “We will continue to help veterinarians help pets live longer, healthier, higher-quality lives through product innovation and value beyond our products alone.”

About Elanco

Elanco is a global, innovation-driven company that develops and markets products to improve animal health and food animal production in more than 75 countries. Elanco employs more than 2,000 people worldwide, with offices in more than 30 countries, and is a division of Eli Lilly and Company, a leading global pharmaceutical corporation. Additional information about Elanco is available at www.elanco.com.

About Eli Lilly and Company



Headquartered in Indianapolis, Lilly provides answers – through medicines and information – for some of the world’s most urgent medical needs. Additional information about Lilly is available at www.lilly.com. Information about Elanco products for pets is available at www.elancopet.com.