

Dear Merial Sales Representative:

Merial has invited 1,000 of the country's top veterinary clinics to participate in the exclusive NexGard Trial Study to assess the palatability of NexGard when administered to canines.

To help us launch this important study, we're asking our sales team to visit target clinics to request their participation. Once clinics have agreed to participate, you may guide them through the steps required to enrol in the NexGard Trial Study. To further encourage participation, when selected clinics next login to merialconnect.com, they will see an enrolment prompt on their Merialconnect dashboard.

Please note that you must enrol your clinics by September 3, 2013.

HOW IT WORKS

- Clinics can enroll online by visiting [merial connect.com](http://merialconnect.com).
- Clinics must obtain written agreement by signing the *Trial Assessment and Agreement Form* before enrolling at least twenty (20) dogs in the study.
- Any dog who is over eight (8) weeks of age, greater than 4 lb. who is not breeding, pregnant or lactating may be assessed. Dogs currently taking other flea and tick products may also be assessed.
- Clinics will receive one Trial Study Kit and sample product
- Clinics must use product and record data on twenty (20) canines
- After the Pet Owner signs the form, clinic staff will give them the appropriate NexGard chewable.
- Once the Pet Owner offers the product to the dog, clinic staff will record how long it takes for the dog to eat it as well as any other relevant information on the *Trial Assessment and Agreement Form*. Clinic staff will then sign the form as the investigator.
- The investigator will give the Pet Owner the *Trial Assessment and Agreement Form*.
- Completed reports for all twenty dogs must be returned to Merial in a prepaid envelope by October 13, 2013.

FEEDBACK FROM PET OWNERS

Each participating Pet Owner will be given a link to a password-protected site where they can record their observations, if any. After they return home, they will be given a brief questionnaire. However, this step is entirely optional and is *not* a requirement.

OUR PARTICPATION OFFER TO CLINICS

To show our appreciation for enhancing the health and well-being of animals, each clinic will receive the following:

- NexGard samples for 21 dogs: 3 packs of small dog, 2 medium dog, 1 large dog, 1 extra-large dog

- Each clinic will receive one \$200.00 VISA GIFT CARD after completing and returning the data for 20 dogs