

Pfizer Animal Health
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U.S. Swine Business

Pfizer Animal Health U.S. Swine Business Selects Morgan&Myers

NEW YORK (February 25) — Pfizer Animal Health has selected Morgan&Myers as agency of record for its U.S. pork business. Morgan&Myers will provide marketing strategies and integrated communications for Pfizer's swine biologicals and anti-infectives.

"We were looking for an agency with a proven track record in building integrated, science-based programs that have high impact," says Gloria Basse, Group Director, Pfizer U.S. Swine Business Unit. "We've found that with Morgan&Myers. They have a strong understanding of the U.S. swine market and are very knowledgeable about it and the entire food chain. That expertise will be a great asset to our business."

"We're excited to be partnering with Pfizer and their pork team as they grow their business," says Janine Whipps, partner and leader of the agency's integrated marketing communications practice. "In addition to bringing innovative health products, they support the industry with programs such as Individual Pig Care™, which focuses on doing the right thing for the pig, pork production and the pork industry."

Morgan&Myers is an integrated communications firm offering advertising, public relations, digital services, event planning and direct marketing. The firm specializes in building brands, relationships and reputations throughout the food supply chain and has experience with agricultural producers, processors, food and nutrition influentials and consumer product companies. Morgan&Myers has offices in Waukesha, Wis., and Waterloo, Iowa. For more information, please visit www.morganmyers.com.

Pfizer Animal Health, a business of Pfizer Inc., is a world leader in discovering and developing innovative animal vaccines and prescription medicines, investing an estimated \$300 million annually in animal health product research and development. For more information about how Pfizer Animal

Health works to ensure a safe, sustainable global food supply from healthy swine and other livestock, visit www.PfizerAH.com.

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