



## **Merial Introduces New Rewards Program**

*MAX, Merial Awards Xpress™ — the innovative rewards program that puts money back into the pockets of loyal Merial customers.*

**Duluth, Ga. – August 2015** – Keeping animals healthy is as important to Merial as it is to its customers. That’s why the new MAX, Merial Awards Xpress™ Rewards program is proud to offer an easy way to do just that while saving customers money.

Merial rebates are now easier. They can be submitted online — no clipping, no mailing, no waiting on checks. Just a personalized, **reloadable** MAX, Merial Awards Xpress™ Visa® Prepaid Card and a whole lot of savings on the products customers need to keep their animals healthy. It’s a great alternative to submitting rebates by mail.

### **How does the program work?**

Customers can simply register online and create an account at **www.max.merial.com** and download the app to their apple mobile device. Because the app saves the customer’s information, there is no need to enter it again — unlike paper submissions that have to be filled out each time. Once a Merial cattle or equine brand product is purchased, the customer will take a picture of the receipt or scan the barcode with their mobile device as proof of purchase and upload it to the app. Once a customer submits qualifying purchase information, they will receive their **MAX, Merial Awards Xpress™ Visa® Prepaid Card** loaded with the money they’ve earned.\*

After customers receive the card, rebates reload onto it within days of the submission being validated. This is an advantage as mailed-in rebates can take six to eight weeks to process. Customers can then use their card like cash anywhere Visa® Prepaid Cards are accepted.

Customers can also track their rewards by opening the app on their mobile device and checking the status of their submission and the balance on their card.

Eligible MAX, Merial Awards Xpress™ products include:

#### **Cattle products**

- CYSTORELIN® (gonadorelin diacetate tetrahydrate)
- EPRINEX® (eprinomectin)
- IVOMECS® (ivermectin)
- IVOMECS® Plus (ivermectin/clorsulon)
- IVOMECS® (ivermectin) 1% Injection
- IVOMECS® (ivermectin) Pour-On
- J-VAC®
- ZACTRAN® (gamithromycin)

#### **Equine products**

- EQUIOXX® (firocoxib) Oral Paste
- EQUIOXX® (firocoxib) Injection
- GASTROGARD® (omeprazole)
- LEGEND® (hyaluronate sodium)
- MARQUIS® (15% w/w ponazuril)
- POTOMAVAC™ + IMRAB®
- RECOMBITEK® rWNV-EWT
- ULCERGARD® (omeprazole)
- ZIMECTERIN® Gold (ivermectin/praziquantel)

An [instructional video](#) is available on the [Merial YouTube Channel](#). To learn more about the new MAX, Merial Rewards Xpress™ Program or to register, visit [www.max.merial.com](http://www.max.merial.com).

\*The MAX, Merial Awards Xpress Visa® Prepaid Card is not redeemable for cash or usable at any ATM. Terms and Conditions apply to the card. Your card is issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A., Inc. Cards can be used at any merchants that accept Visa debit cards within the United States and U.S. territories.

#### **About Merial**

Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health and well-being of a wide range of animals. Merial employs 6,100 people and operates in more than 150 countries worldwide with more than €2 billion of sales in 2014.

Merial is a Sanofi company.

For more information, please see [www.merial.com](http://www.merial.com).

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