

Boehringer Ingelheim Vetmedica, Inc.

# COMPANION REWARDS PROGRAM

Growing our families together.

Earn rebates by purchasing from our family of quality Boehringer Ingelheim (BIVI) pet products!

April 1, 2010 through March 31, 2011

- Purchase the minimum quantity from each of our three qualifying product groups during the program period.
- Earn rebates on those purchases according to the schedule shown below.
- Increase your rebate opportunity by purchasing “volume builder” products from the entire BIVI pet product portfolio.

## BUY

the minimum quantity from each qualifying product group

### Metacam® (meloxicam)

- Metacam Injection
- Metacam Oral Suspension

Minimum Purchase: **\$2,000**

### Canine Vaccines

- Duramune® Max
- LeptoVax™ *and more ...*

Minimum Purchase: **\$4,750**

### Feline Vaccines

- Fel-O-Vax® + CaliciVax™
- Fel-O-Guard™ Plus *and more ...*

Minimum Purchase: **\$1,750**

## BUILD

your rebate by purchasing other BIVI pet products

**vet2edin**  
(pimobendan)

**ProZinc**  
(protamine zinc recombinant human insulin)

 **Boehringer Ingelheim**  
All Other BIVI Pet Products

## BONUS

– earn rebates on purchases of qualifying products

Purchase Level	Rebate
\$10,000	3%
15,000	5%
20,000	7%



Companion Rewards Program

 **Boehringer Ingelheim**

# EXAMPLE

Purchases during program period:

Product	Purchases Qualifying for a Rebate	Volume Builder Purchases
Metacam	\$ 3,000	
Canine Vaccines	7,500	
Feline Vaccines	2,500	
Vetmedin		\$ 1,250
ProZinc		\$500
Dicural		1,500
Cefa Drops		500
Vetalog		750
Others		500
<b>Total</b>	<b>\$13,000</b>	<b>\$ 5,000</b>

Total Purchases = **\$18,000**  
(\$13,000 + \$5,000)

Purchase Level Achieved = **5%**

Purchase Level	Rebate
\$10,000	3%
15,000	5%
20,000	7%

Rebate Earned \$13,000 x 5% = **\$650**

## PRODUCTS

### Qualifying Products

Purchases of these products earn rebates when appropriate levels are achieved.

#### Canine Vaccines

Duramune® Max 5
Duramune® Max 5/4L
Duramune® Max 5-CvK
Duramune® Max 5-CvK/4L
Duramune® Max 5-CvK + LymeVax®
Duramune® Max 5-CvK/4L + LymeVax®
Duramune® Max Pv
Duramune® Cv-K
Duramune® Max PC
Duramune® Adult 3
LeptoVax™ 4
LeptoVax™ 4/C
LeptoVax™ 4/C + LymeVax®
Bronchi-Shield® III
Naramune-2™

#### Feline Vaccines

CaliciVax™
Fel-O-Vax® PCT + CaliciVax™
Fel-O-Vax® IV + CaliciVax™
Fel-O-Vax Lv-K® III + CaliciVax™
Fel-O-Vax Lv-K® IV + CaliciVax™
Fel-O-Vax Lv-K®
Fel-O-Vax Lv-K®/FIV
Fel-O-Vax® FIV
Fel-O-Guard™ Plus 3
Fel-O-Guard™ Plus 3 + Lv-K
Fel-O-Guard™ Plus 4
Fel-O-Guard™ Plus 4 + Lv-K

#### Pharmaceuticals

Metacam® (meloxicam) Oral Suspension
Metacam® (meloxicam) Injectable Solution

### Volume Builder Products

Purchases of these products count toward total volume, but do not earn rebates.

#### Pharmaceuticals

Vetmedin® (pimobendan)
ProZinc™ (protamine zinc recombinant human insulin)
Acarexx® (0.01% ivermectin)
Cefa-Drops® (cefadroxil)
Dicural® Tablets (difloxacin HCl)
Disal® Injection (furosemide)
Disal® Tablets (furosemide)
EtoGestic® Tablets (etodolac)
PromAce Injectable (acepromazine maleate)
Triamcinolone Acetonide Tablets
Vetalar® (ketamine HCL)
Vetalog® (triamcinolone acetonide, USP)

#### Canine Biologicals

Antivenin

#### Rabies Vaccines

Rabvac™

### Terms

- This offer is intended only for veterinarians purchasing BIVI products and using them within a valid veterinary-patient-client relationship as defined by the AVMA in CPG 7125.06.
- Purchase levels are achieved by purchasing all BIVI pet products. This includes products earning rebates (Metacam, Canine Vaccines, Feline Vaccines) as well as "volume builders," such as ProZinc, Vetmedin, Acarexx and more.
- Rebates are paid on purchases of qualifying products only. Purchases of "volume builder" products do not earn rebates.
- Rebate checks will be issued at the end of each six-month period.
- This promotional incentive rebate is offered for sales in support of the BIVI independently driven business plan. Rebate requests may require resale information to verify rebate eligibility.
- BIVI reserves the right to end or modify the program, in whole or in part (including the removal of or addition of products or product lines) at any time without notice.