



February 25, 2013

Parnell Launches Synchronization Pack™

Parnell, a global leader in dairy reproduction, today announced the launch of SYNCHRONIZATION PACK™, containing estroPLAN® (cloprostenol sodium) and GONAbreed® (gonadorelin acetate) – the first reproductive hormone ever to be approved by the FDA to synchronize estrous cycles in lactating dairy cows and beef cows.

SYNCHRONIZATION PACK™ incorporates timed injections of GONAbreed® (gonadorelin acetate) and estroPLAN® (cloprostenol sodium) to allow for fixed time artificial insemination (FTAI) in commonly used cattle breeding programs. GONAbreed® has also been FDA-approved for the treatment of ovarian follicular cysts in dairy cattle.

“We are excited to partner with U.S. veterinarians and producers in using proactive breeding systems to help improve production outcomes,” said Robert Joseph, CEO of Parnell. “With more than 50 years of innovation experience, we understand the real-time, low-risk needs that producers in partnership with veterinarians have around increasing their herd’s reproductive productivity.”

With the approval of GONAbreed® for use in reproductive synchronization programs, veterinarians and producers no longer have to use drugs and protocols that are not FDA-approved for reproduction purposes. They can safely and effectively use GONAbreed® in combination with estroPLAN® in breeding programs including “ovsynch” and “cosynch”.

FDA’s approval of GONAbreed® was based, in part, on two multi-site, placebo-controlled studies evaluating pregnancy rates in lactating dairy cows and beef cows. Both studies demonstrated a significant increase in pregnancy rates versus placebo. No significant adverse effects from GONAbreed® or estroPLAN® were noted in the treated cows.

“Parnell recognizes that the industry is becoming more regulated, more competitive and more demanding,” continued Joseph. “Veterinarians and producers deserve a partner that puts them in a better position to reduce risk and increase profits.”

Parnell is also developing a unique digital tool – mySYNCH™, which is designed to help veterinarians and producers measure reproductive performance and implement improvement plans for optimizing synchronization and conception. mySYNCH™ will also provide educational resources designed specifically for effective training in the field including Spanish language modules.

Important Safety Information:

FOR ANIMAL USE ONLY, NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN.

Women of child-bearing age, asthmatics and persons with bronchial and other respiratory problems should exercise extreme caution when handling this product. In the early stages, women may be unaware of their pregnancies. estroPLAN® is readily absorbed through the skin and may cause abortion and/or bronchospasms; direct contact with the skin should therefore be avoided. Accidental spillage on the skin should be washed off immediately with soap and water.

To learn more about Parnell’s products, contact your veterinarian, distributor or Parnell directly at 1-800-88-PARNELL (1-800-887-2763), email mysynch@parnell.com or visit www.mysynch.com or www.parnell.com.

About Parnell

Since Parnell’s founding in Australia 50 years ago, Parnell has developed and launched more than 60 products for companion, production and performance animals. Parnell believes in strong partnerships based on quality products integrated with innovative solutions. Parnell’s “new day, new solution” approach to developing products helps producers, in partnership with their veterinarians, improve reproductive outcomes and dairy profits. Robert Joseph is the Chief Executive Officer of Parnell, and Parnell U.S. is now headquartered in Kansas City, Kansas. Parnell has a dedicated team of Dairy Reproduction Specialists to serve the U.S. dairy market.