

FOR IMMEDIATE RELEASE

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Neogen announces Veterinary Rebate Program

LEXINGTON, Ky., Feb. 1, 2011 — Neogen is offering rebates of up to 6 percent for licensed veterinarians who purchase the company's popular veterinary care products.

The new Veterinary Rebate Program will run from Feb. 1 through April 30, 2011 and combines Neogen's Equine and Companion Animal loyalty programs from previous years.

"We are proud to offer this program to thank our customers for their business and support, and to help during these tough economic times," said Marketing Manager Tracey Reynolds. "Neogen has offered similar programs in years past, and they are always well-received."

To qualify for a rebate, veterinarians must sign up for the program with an opening order of at least \$500 and purchase more than \$1,500 of qualifying products during the program period. The sign up and \$1,500 in purchases must be complete by April 30, 2011 to qualify for a rebate.

Rebates range from 1 to 5 percent based on the type of product purchased in the following categories:

- Pharmaceutical products, 5 percent
- Ideal disposable needles, syringes and combos, 3 percent
- Ag-Tek gloves, sleeves and wraps, 1 percent

Veterinarians who purchase from all three categories will receive a 6 percent rebate.

For a complete list of rebates offered in this program or to sign up, veterinarians can contact their Neogen representative or visit www.neogen.com/animalsafety.

Neogen Corporation (NASDAQ: NEOG) develops and markets products dedicated to food and animal safety. The company's Animal Safety Division markets a complete line of diagnostics, veterinary instruments, veterinary pharmaceuticals, nutritional supplements, disinfectants and rodenticides.

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