

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

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## *William Martin of Athens, OH, voted most creative puller trasher*

LEXINGTON, Ky., May 2, 2011 — The votes have been tabulated, and William Martin of Athens, OH, has been selected the most creative calf puller trasher. Mr. Martin was the runaway winner, receiving 51% of the votes cast. For complete voting results, please visit [www.neogen.com/trashmypuller](http://www.neogen.com/trashmypuller).



*William Martin of Athens, OH, was voted the most creative calf puller trasher by a wide margin in Internet voting. For complete voting results, please visit [www.neogen.com/trashmypuller](http://www.neogen.com/trashmypuller).*

Neogen's Picture It & Pitch It! program ran through March 31, and offered rebates for the purchase of one of Neogen's calf pullers — Dr. Frank's®, Calf-Eze™ or Ratchet Style Puller. The program offered an additional cash prize to the person who submitted the photo that depicts the most creative method used to discard an old puller — as determined by a vote of you, the people.

“I would guess that most people don't associate working at a veterinary instrument manufacturer with having fun, but this program was a lot of fun,” said Neogen's Andi Branstetter. “It was great receiving the photos of all the creative and twisted methods people used to trash their old pullers. The winner's effort was kind of creepy, but it certainly was creative and took the idea somewhere I wouldn't have thought of going.

“Thank you to everyone who took the time to participate in the program,” said Andi. “Please enjoy your new pullers for many years to come.”

For more information on the products the company offers, please visit Neogen's Web site at [www.neogen.com](http://www.neogen.com).

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

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