



Novartis Animal Health and TV host Mike Rowe Honor Guardian Angels for Soldier's Pet

- *The dirtiest guy on TV, Mike Rowe, is bringing flea problems and solutions to life through a multi-media educational campaign.*
- *As part of the campaign, Novartis Animal Health will provide a donation to the Guardian Angels for Soldier's Pet in support of their efforts to help care for pets of deployed military personnel.*

Gatesville, TX, September 27, 2011 – Guardian Angels for Soldier's Pet is honored to be recognized by Novartis Animal Health, the maker of Sentinel[®] Flavor Tabs[®]. Novartis announced a program to educate pet owners about preventing and controlling flea problems. The program is launched at the peak of the flea season and is featuring the dirtiest guy on TV, Mike Rowe, and his best friend Chuck, a Burmese mountain dog, bringing flea problems and solutions to life through a series of unconventional and entertaining web videos.

The campaign is part of "The Dirty Truth about Fleas," a Sentinel Flavor Tabs initiative to educate pet owners about the flea life cycle and the surprising ways that fleas can survive in homes and on pets. Mike Rowe's experience with all things dirty, including parasites and pests, makes him a good fit to educate pet owners about one of America's biggest pest and home problems.

Novartis Animal Health US made a charitable contribution to Guardian Angels for Soldier's Pet as part of the launch of "The Dirty Truth about Fleas" campaign to support the work that Guardian Angels for Soldier's Pet is doing. The charity sponsorship was introduced at a live event on September 19, 2011, in New York City on the deck of the USS Intrepid.

For Rowe, the collaboration on behalf of Novartis for Sentinel is gratifying on a personal level. "I've been bitten by just about every parasite on the planet," he said. "Bed bugs, lice, ticks, leeches...I even had a tape worm for a while. I'm happy to work on a fun, slightly unorthodox campaign that helps rid the world of blood-sucking parasites. I mean, when was the last time you saw a talking dog?"

Rowe adds, "When U.S. soldiers go 'over there' their pets stay 'over here.' Somebody's gotta look after them. Guardian Angels make it possible."

To see Mike and Chuck and learn more about the Dirty Truth about Fleas campaign, visit www.sentinelpet.com.

About Guardian Angels for Soldier's Pet:

Guardian Angels for Soldier's Pet is an ALL volunteer 501(c)(3) non-profit military support organization supporting military service members, veterans and their beloved pets through their Foster Home and Military Pet Assistance programs aimed at reuniting the pet(s) and owners following deployment or an emergency hardship. The organization is also working on building their first Military, Veteran and Pet Sanctuary to provide a temporary shelter for pets until a long term foster home is found. For more information on providing a foster home, becoming a volunteer, or making a donation to Guardian Angels for Soldier's Pet, please visit www.guardianangelsforsoldierspet.org or www.mvpsanctuary.org.

Media Contact:

Jessica Semon, National Marketing and Communications Director,
communications@guardianangelsforsoldierspet.org

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