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Generic Animal Drug Alliance (GADA) Launches Website

Site is a comprehensive resource for generic animal drug regulations, news and statistics

Washington, DC, November 18, 2008—The Generic Animal Drug Alliance (GADA) today unveiled their website, www.gadaonline.org—connecting visitors with timely and accurate information on generic animal drugs.

The website is a comprehensive resource for veterinarians, pet and animal owners, legislators, regulatory agencies and consumers. Visitors to the site can learn about the safety and efficacy of generic animal pharmaceuticals as well as read about the issues generic animal drug companies face as they work to bring affordable generic options to market.

Eighty six percent of drugs approved by Center for Veterinary Medicine for use in animals do not have a generic version. “The GADA website is a reflection of the organization’s commitment to providing safe, effective, affordable generic drugs to the marketplace while educating the public about generic options,” said Robert Hinckley, President of Bimeda North America, Inc., a GADA member company.

“Industry leaders and government officials can use our web site as a resource to help educate the public and media about animal generics,” said Stephanie Batliner, Chair of the Generic Animal Drug Alliance and Director of Regulatory Affairs at Teva Animal Health, a GADA member company. “Industry organizations and generic companies can learn more about GADA and apply for membership by visiting our website.”

About Generic Animal Drug Alliance

The Generic Animal Drug Alliance (GADA) is an independent professional trade organization that represents the interests of generic animal health companies before Federal regulatory agencies and Congress. Member companies are focused on the development, approval and marketing of high quality generic drugs for animals and pets—making the cost of care for all animals affordable for ranchers, farmers and pet owners.

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