



Alpharma Animal Health
440 Route 22
Bridgewater, NJ 08807 USA

Media Contact:
Doug Perschbacher, Bus. Development
1 (908) 566-4222
doug.perschbacher@alpharma.com

FOR IMMEDIATE RELEASE

HEADLINE- ALPHARMA ANIMAL HEALTH LAUNCHES ELECTROLYTE PLUS MINERALS FOR HORSES, FROM THE ECare NutritionalTM PRODUCT LINE.

Bridgewater, NJ – February 28, 2008 – Alpharma Inc. (NYSE: ALO), a leading global specialty pharmaceutical company, announces its internationally recognized Animal Health Division has launched a new product, ELECTROLYTE Plus Minerals, from the ECare NutritionalTM segment of Alpharma Equine Products.

ELECTROLYTE Plus Minerals is a top dress supplement to replenish electrolytes lost through sweating. Fortified with chelated minerals for quicker absorption and a yeast-based prebiotic, this palatable product supports overall health and enhances digestive tract functioning.

“Electrolytes lost during exercise, training or hot weather reduces a horse’s performance and digestive comfort. We feel the broad range of ingredients reduces the potential for intestinal stress and muscle cramps, while returning their horse to its original energetic condition,” said Doug Perschbacher, Manager, Business Development. “Products from our **ECare NutritionalTM product line**, like our ELECTROLYTE Plus Minerals are all about solutions too improve the comfort and well-being of performance horses.”

Purchasing all the Alpharma Equine Products is available online at the quality retailers listed on the Alpharma Equine Products website (www.alpharmaequine.com).

ABOUT ALPHARMA ANIMAL HEALTH:

Alpharma Animal Health is a global leader in the development, manufacturing and marketing of over 100 medicated feed-additive products to foster health in food-producing animals. Animal Health’s broad line of medicated feed-additive products, internationally recognized for product quality and efficacy, prevents and treats diseases in cattle, poultry and swine. Its expansion to equine products, including a branded line of Alpharma Equine Products, leverages its vast experience in animal health technology, development and delivery systems. In addition to its Extend-A-Cool transdermal cooling system, the equine product line has RestorAID EQTM, a nutritive wound care spray to promote healing and reduce scarring from superficial wounds and skin lesions.

