



Alpharma Animal Health
440 Route 22
Bridgewater, NJ 08807 USA

Media Contact:
Doug Perschbacher, Business Development
Phone: +1(908) 566-4222
Email: Doug.Perschbacher@alpharma.com

FOR IMMEDIATE RELEASE

HEADLINE- ALPHARMA ANIMAL HEALTH LAUNCHES ENHANCED PACKAGING AND DISPLAY OPTIONS FOR THE EXTEND-A-COOL® TRANSDERMAL COOLING SYSTEM.

Bridgewater, NJ – May 29, 2007 – Alpharma Inc. (NYSE: ALO), a leading global specialty pharmaceutical company, announces its internationally recognized Animal Health Division has introduced enhanced packaging of its Extend-A-Cool Transdermal Cooling System product line along with island, shelf and counter display options for its retail partners.

Package enhancements including, updated graphics, display cases and upright packaging allows quick product identification at the register, counter or shelf locations for the Cooling Sheets, Mesh Wraps and the popular Complete Kit. In addition, retailers have the option to exhibit individual packages on a stable, high visibility 36"x36"x72" island display.

The rugged, self-supporting island display offers individual packages of Cooling Sheets, Mesh Wraps and Complete Kits from any of its four sides. The attractive display is portable and can be an end cap or a standalone point of purchase site. The open design requires minimum care or cleaning and is adaptable to future graphics or product updates.

"We are confident the new appearance and display options for Extend-A-Cool will meet the needs of our retailers" said Lena Frank, Director, Business Development. "We recognize our retailers want to provide the horse owner with an informative shopping experience and a variety of effective displays to invite customers to purchase the product. All Extend-A-Cool products purchased through retailers will include the updated graphics and enhanced packaging."

All of the Alpharma Equine Products are available online at the Alpharma Online website (www.alpharmaonline.com) and at the quality retailers listed on our 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 into the equine market, including a branded line of Alpharma Equine Products, leverages its vast experience in animal health technology, development and delivery systems. In addition to Extend-A-Cool, the equine product line will soon include a variety of nutritional supplements as well as a RestorAID EQ™, a nutritive wound care spray to promote healing and reduce scarring from superficial wounds and skin lesions.