

FLAT RATE ENVELOPE
FLAT RATE POSTAGE REGARDLESS OF WEIGHT
DOMESTIC USE ONLY

Your 2005 IDEXX
SNAP Up the Savings
credit is enclosed!
Open immediately.



PRIORITY
MAIL

UNITED STATES POSTAL SERVICE

Congratulations, IDEXX Laboratories, Inc..

Your 2005 total volume rebate is **\$50.00!**

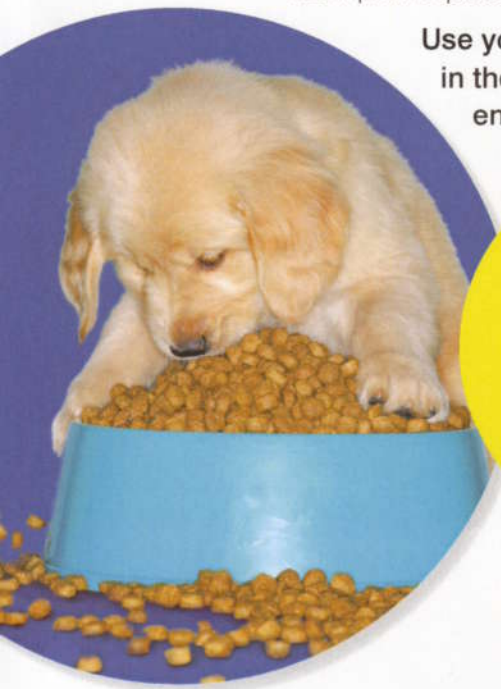
Thank you for participating in the **IDEXX 2005 SNAP® Up the Savings program**—you have saved money while providing excellent patient care. Your total 2005 credit is based on your purchases of SNAP® 3Dx®, SNAP® Heartworm and SNAP® *Giardia* Test Kits over the past program year. Be sure to take a look at the exciting changes for 2006, including the addition of the SNAP® FIV/FelV Combo Test. See the enclosed program card for details.

NEW THIS YEAR!

As a Practice Developer™ member, your savings are credited to you in Practice Developer™ points—providing you more rewards, more freedom and more value for your practice.

Each point equals one dollar.

Use your \$50.00 Practice Developer points to enroll in the 2006 SNAP Up the Savings Program and continue enjoying discounts on selected SNAP® test kits.*



Earn \$50 in bonus points
when you buy three SNAP® 3Dx®
and/or SNAP® Heartworm
Test Kits by October 31, 2005.

Yes, I'd like to save money by enrolling in the 2006 SNAP Up the Savings program.*

- Please use my Practice Developer points toward my first order.
- Please bill my IDEXX account for the order balance _____ (initials required)

To order, mail this postage-paid card or call 1-800-355-2896.

I would like to order _____ SNAP® 3Dx® 30-Test Kits

(Earn \$50 in bonus points when you buy three kits by 10/31/05.)

I would like to order _____ SNAP® Heartworm 30-Test Kits

(Earn \$50 in bonus points when you buy three kits by 10/31/05.)

NEW! I would like to order _____ SNAP® FIV/FelV Combo 30-Test Kits.

(Earn 20% off incremental year-over-year purchases when you buy one kit by 12/31/05, and a minimum of three kits for the year.)

Name _____
Practice _____
Address _____
City _____
State _____ ZIP Code _____
Telephone _____ IDEXX Account # 2005735

*Enrollment period is 9/20/05 through 12/31/05.

Practice what's possible™

IDEXX
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Use your
Practice Developer™
points to enroll in the 2006
SNAP Up the Savings
Program



IDEXX **Practice Developer**™

Practice what's possible™—the rewards will follow

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One IDEXX Drive
Westbrook, Maine 04093 USA

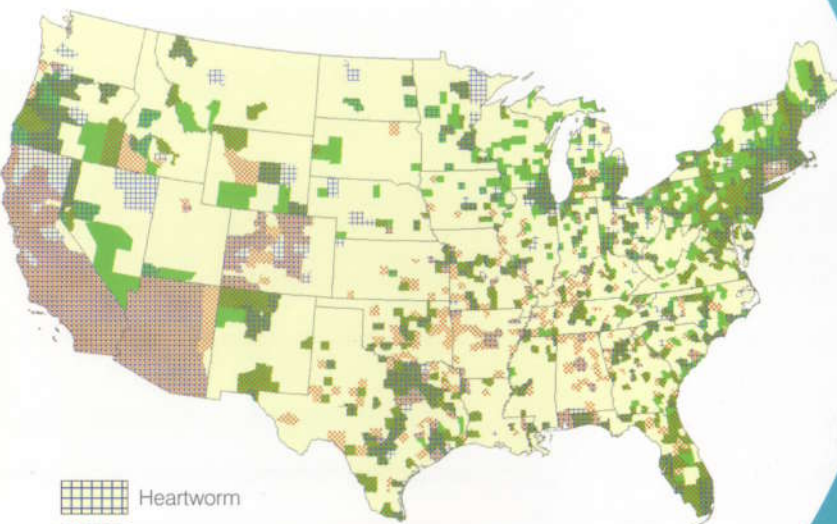


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

97,870 incidences of canine heartworm, *E. canis* and Lyme have been reported around the U.S.

What about your patients?

U.S. Canine Positive Heartworm, *E. canis* and Lyme Results



- Heartworm
- E. canis*
- Lyme
- No data

Reported positives from over 5,000 veterinary practices, telephone surveys and IDEXX Reference Laboratories results. To determine prevalence in your clinic, call 1-800-691-8052.

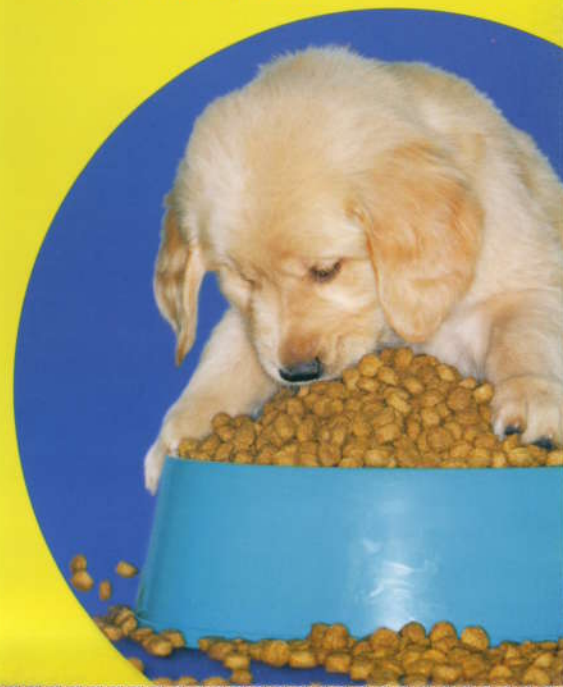
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2006 IDEXX SNAP Up the Savings

SNAP Up the Savings makes it easy and affordable to screen all dogs and help reduce the risk of these diseases in your region.

Remember, you can earn \$50 in bonus points when you re-enroll by October 31, 2005.



FIV and FeLV are prevalent and potentially deadly diseases. In the U.S. up to 15% of cats with gingivitis and stomatitis also have FIV, FeLV or both diseases.¹



Even when FIV and FeLV cats are asymptomatic, their immune systems may be compromised, which puts them at risk for co-infections—like gingivitis and stomatitis.

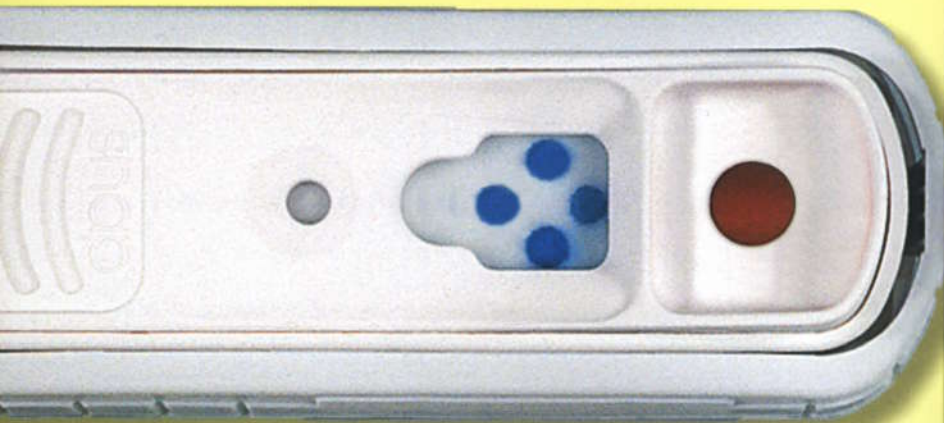
¹Nash, H. Chronic gingivitis and stomatitis. Available at: <http://www.peteducation.com/article.cfm?articleid=368>. Accessed: August 31, 2005

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2006 IDEXX SNAP Up the Savings

SNAP Up the Savings makes it easy and affordable to enhance your feline retrovirus management protocol and improve compliance for your cat population.



Earn credit while saving money on selected SNAP® test kits that help you provide thorough patient care.

NEW THIS YEAR!

Your savings are credited to you in Practice Developer™ points, which you can use to redeem toward *any* IDEXX product or service, including special members-only offers on medical equipment, diagnostic tests, educational tools and much more.

Here's how the 2006 SNAP Up the Savings program works:
Two simple steps to maximize your rewards!

	List price per test	1 Immediate Rewards (price per test)			2 End-of-Program Rewards ¹ (price per test)	
Buy this number of 30-test kits	1-2	3-6	7-16	17+	17-40	41+
SNAP® 3Dx® Test (heartworm, <i>E. canis</i> , Lyme)	\$9.90	\$8.40	\$8.07	\$7.69 <small>maximum savings</small>	\$7.69	\$7.11
SNAP® Heartworm Test	\$6.50	\$5.67	\$5.50	\$5.00	\$5.00	\$4.60
		Purchase three or more kits per invoice and INSTANTLY lower your SNAP test kit price. Your three-kit purchase must consist of the same type of test.			The more kits you purchase during the year, the lower your price. ² Receive additional IDEXX Practice Developer points at the end of the program based on your total purchase volume.	

Use your Practice Developer points now to enroll at the highest purchase level and get the most rewards!³

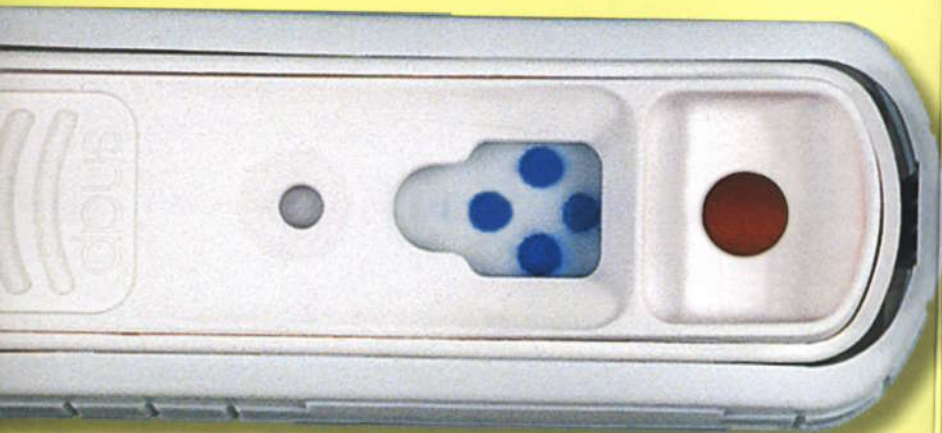
Call your authorized distributor or 1-800-355-2896.



¹Effective net price after Practice Developer points awarded.

²Program year is 9/20/05 through 8/23/06.

³Enrollment requires an initial three-kit order. Enrollment period is 9/20/05 through 12/31/05.



Earn credit while saving money on selected SNAP[®] test kits that help you provide thorough patient care.

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