

Refer to: Joan Todd (Lilly), 317-277-7464
Julie Balmer (McCormick Co.), 816-584-8444

Eli Lilly and Company Announces Myrna Milani as 2009 Lectureship Series Speaker
Noted Human-Pet Bond Expert Will Address Effects of Bond in Animal Health and Behavior

INDIANAPOLIS, Nov. 20, 2008 – Eli Lilly and Company (NYSE: LLY) announced today that Dr. Myrna Milani, a renowned veterinarian, consultant, teacher and author, will serve as the 2009 lecturer for the Lilly Lectureship series.

“Dr. Milani has dedicated her entire career to shedding light on animal behavior and human-pet relationships,” said Alan Beck, Professor and Director of the Center for the Human-Animal Bond. “The Center for the Human-Animal Bond and Lilly are humbled to be able to welcome her unique knowledge base as she shares her insights into the complex nature of the human-pet bond and provides veterinarians with practical ways to access opportunities presented from this unique sociological behavior.”

Milani will speak about her interpretation of the bond, and the research behind it, at both the North American Veterinary Conference in Orlando, Fla., in January 2009 and the Purdue University Fall Conference for Veterinarians and Veterinary Technicians in September 2009 as part of the Lilly Lectureship series.

This will be the third year of the lectureship series, which is endowed through a gift to the Center for the Human-Animal Bond at the Purdue University School of Veterinary Medicine by Lilly. It features world-renowned speakers who broaden the veterinary profession’s understanding of the human-pet bond through presentations at the Center and at leading national veterinary conferences. Last year’s speaker was noted psychiatrist and author Aaron Katcher M.D., who discussed his landmark research demonstrating the importance of human-pet relationships in human health.

“Like Dr. Katcher, Dr. Milani has set the standards for research in the field of human-pet relationships,” said Stephen Connell, DVM, manager of technical, academic and consumer services for companion animal health at Lilly. “As founder of the Tipping Point (an organization devoted to the advancement of understanding the interaction between animal health, behavior and the human-animal relationship), Dr. Milani has proven her dedication and passion for this field in a way that is both tangible and inspiring.”

After more than a decade in companion animal practice, Milani became an independent scholar in the field of veterinary ethology. Her interests have been conveyed as an author of seven books written for the general public, in addition to a behavior and bond-based veterinary text entitled, *The Art of Veterinary Practice: A Guide to Client Communication*.

“My passion and focus in veterinary medicine has evolved from the dissection of the human-animal bond to developing a fundamental yet thorough understanding of human-animal relationships,” Milani said. “The types of emotions and intensity of feelings associated with these relationships have changed over time, and it is important we apply these changes to our patients in order to gain positive behavioral changes.”

In addition to her private behavioral/bond practice, Milani gives seminars and presentations on various aspects of animal behavior and the human-animal bond, mentors animal-care professionals and writes a bimonthly column for *The Canadian Veterinary Journal*. In her spare time, Milani writes and presents bond- and behavior-related fiction, commentaries, blogs, and podcasts on her website. She received her doctorate of veterinary medicine from Ohio State University’s College of Veterinary Medicine and currently resides in Charlestown, N.H.

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Lilly provides answers – through medicines and information – for some of the world’s most urgent medical needs. Additional information about Lilly is available at www.lilly.com. Information about Lilly products for pets is available at www.lilypet.com.

Founded in 1982, the Center for the Human-Animal Bond at the Purdue University School of Veterinary Medicine explores the dynamic relationships between people, animals and their environment. The major objective of the Center is to foster interdisciplinary activities and serve as a focal point for the exchange of ideas and development of new information related to animal-human interactions and animal welfare. Information on the center is available at www.vet.purdue.edu/chab.