



News Release

FOR IMMEDIATE RELEASE

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MERCK CONSUMER CARE LAUNCHES HEALTH AND WELLNESS EFFORT TO HELP EMPOWER MOMS TO LIVE A MORE ACTIVE LIFESTYLE WITH THEIR FAMILIES

**The Active Family Project, Together with Celebrity Mom Elisabeth Hasselbeck,
Kicks Off First Annual National Family Playdate on May 11**

WHITEHOUSE STATION, NJ, May 6, 2013 - Merck Consumer Care, the consumer products division of Merck (NYSE: MRK) announced today the launch of the Active Family Project, a new health and wellness initiative in the U.S. focused on reaching women who actively manage the well-being of their families and themselves. The Active Family Project helps inspire families to live life more fully by spotlighting healthy habits, providing tips and information, and sharing fun family activities, while building a national community of moms dedicated to adopting and promoting an active and healthy lifestyle, for the people they care about most.

"We are at our best and truly ourselves when we are active and healthy, enjoying time with the ones we love," said Bridgette Heller, Executive Vice President and President, Merck Consumer Care. "Moms are increasingly juggling work, chores and the daily needs of their families, all while serving as the chief wellness officer of most households. What I'm most excited about is the potential the Active Family Project has to help find ways to prioritize what matters most to her and her family's wellness."

The Active Family Project initiative builds on the practical solutions offered by Merck Consumer Care's (MCC) portfolio of leading brands, including Coppertone®, Dr. Scholl's® and Claritin®, and it is a natural reflection of the business' unwavering commitment to helping consumers live life more fully and the way they love. The initiative will leverage a variety of digital and social media engagement efforts, signature programs in partnership with recognized healthy lifestyle experts and traditional marketing channels to reach moms across the nation.

Celebrating Family Playtime Every Day

In honor of Mother's Day and busy households nationwide, the Active Family Project, together with Active Family Project spokesperson, Emmy-winning co-host of ABC's "The View" and celebrity mom Elisabeth Hasselbeck, are encouraging families to live a more active lifestyle and to celebrate the first annual National Family Playdate by scheduling family playtime on May 11. By scheduling a family playdate, moms can ensure quality time for their loved ones.

"I'm inviting every mom to join me in taking back family playtime and to start living a healthier and more active lifestyle, no matter what the day brings," said Elisabeth Hasselbeck. "It's so important for all of us to be our best selves, and that includes not letting our to-do lists dominate our lives, so

we can be more active with our families and set aside time to run around, play, laugh and enjoy one another's company."

To help moms plan their family playdates, Merck Consumer Care is launching today the **Active Family Project Activity Finder**, www.activefamilyproject.com, functioning as a go-to guide for play and resource for moms looking for some instant solutions to their playtime needs – designed with the busy mom in mind to be easily accessible whether planning a day out from home or while already on the go. From a PC or smartphone, simply enter a city and state and choose an activity category to search for a wide range of fun time destinations, along with some playtime facts and activity tips.

Now through May 26, the Active Family Project encourages families to visit www.facebook.com/activefamilyproject, where once they "Like" the page, they can enter a **Facebook sweepstakes** for four weeks of play-themed prizes and share a pledge to plan a family playdate, in celebration of the Active Family Project's first annual National Family Playdate. NO PURCHASE NECESSARY. SEE OFFICIAL RULES

For more information on the Active Family Project, and the official Facebook sweepstakes rules, please visit www.facebook.com/activefamilyproject, or the Active Family Project Activity Finder at www.activefamilyproject.com.

Sweepstakes Rules

NO PURCHASE OR PLAY DATE NECESSARY TO ENTER OR WIN IN THE FAMILY PLAY DATE SWEEPSTAKES. A PURCHASE WILL NOT INCREASE THE CHANCE OF WINNING. Starts at 12:00:00 pm ET on 4/29/13 and ends at 11:59:59 pm ET on 5/26/13 ("Promotion Period"). Promotion Period is divided into 4 Weekly Periods. Open to legal residents of the 50 United States and District of Columbia 18+ years of age at time of entry. Total ARV of all prizes: \$13,685. Taxes, if any, are winners' sole responsibilities. Odds of winning depend upon the total number of eligible entries received for each applicable drawing. Void where prohibited. Subject to Official Rules inclusive of Weekly Period and drawing details available by visiting www.facebook.com/activefamilyproject during the Promotion Period or by sending a self-addressed stamped envelope (VT residents may omit postage) for receipt by 7/3/13 to: Family Play Date Sweepstakes RULES, P.O. Box 13198, Bridgeport, CT, 06673-3198. Sponsor: MSD Consumer Care, Inc.

About Merck Consumer Care

Today's Merck is a global healthcare leader working to help the world be well. Merck Consumer Care is a division of Merck & Co., Inc. Each day, millions count on one or more of our industry-leading brands that help prevent or treat various common conditions. These include household names such as CLARITIN for allergies, COPPERTONE for sun care, DR. SCHOLL'S for foot care, and many more. Merck. Be well. For more information, visit www.merck.com and connect with us on Twitter, Facebook and YouTube.

Merck Forward-Looking Statement

This news release includes "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. These statements are based upon the current beliefs and expectations of Merck's management and are subject to significant risks and uncertainties. If underlying assumptions prove inaccurate or risks or uncertainties materialize, actual results may differ materially from those set forth in the forward-looking statements.

Risks and uncertainties include but are not limited to, general industry conditions and competition; general economic factors, including interest rate and currency exchange rate fluctuations; the impact of pharmaceutical industry regulation and health care legislation in the United States and internationally; global trends toward health care cost containment; technological advances, new products and patents attained by competitors; challenges inherent in new product development, including obtaining regulatory approval; Merck's ability to accurately predict future market conditions; manufacturing difficulties or delays; financial instability of international economies and sovereign risk; dependence on the effectiveness of Merck's patents and other protections for innovative products; and the exposure to litigation, including patent litigation, and/or regulatory actions.

Merck undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise. Additional factors that could cause results to differ materially from those described in the forward-looking statements can be found in Merck's 2012 Annual Report on Form 10-K and the company's other filings with the Securities and Exchange Commission (SEC) available at the SEC's Internet site (www.sec.gov).

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