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MEDIA RELEASE

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New BOOST® Glucose Control™ Helps Provide Optimal Blood Sugar Control for People with Diabetes

New drink offers unique nutrient profile and superior taste

Minneapolis, Minn. – October 26, 2006 – Unlike many other nutritional drinks available for people with diabetes, BOOST® Glucose Control™ contains less carbohydrate and more protein to minimize the blood glucose response. Clinical evidence supports the role of protein in stimulating early insulin release that can help improve blood glucose control. With 16 grams of protein and 26 vitamins and minerals, one eight-ounce serving provides 190 calories, making BOOST Glucose Control a nutritious – and convenient – snack option that can be part of a healthy diabetic lifestyle. Whether diabetic, pre-diabetic or insulin-resistant, BOOST Glucose Control can also be part of healthy diabetic meal plans for individuals seeking to lose or maintain weight – without sacrificing taste.

“We’re pleased to introduce BOOST Glucose Control, a nutritious drink specifically formulated to meet the unique nutritional needs of peoples with diabetes,” said David Yates, President of Novartis Medical Nutrition Corporation. “Our research shows that BOOST Glucose Control not only produces a smaller peak in blood glucose response as compared to the leading competitive product, but it also has less carbohydrate and calories and more protein – a triple win for these individuals,” he added.

“BOOST Glucose Control replaces some carbs with protein which helps prevent that spike in post-meal blood sugar levels that is important for people with diabetes,” said Gillian Grant, RD, LDN, CDE, dietitian at Joslin Diabetes Center and Beth Israel Deaconess Medical Center in Boston, Mass. “It not only helps maintain good blood glucose levels, BOOST Glucose Control also compliments diabetic meal plans making it easier for individuals to better manage their disease,” she added.

In addition to the 16 grams of protein per eight-ounce serving, which may help stimulate early insulin secretion, BOOST Glucose Control is formulated with a special fat blend that includes omega-3, monounsaturated and polyunsaturated fats to help reduce cardiovascular risk factors.

“People with diabetes need to be concerned with heart health and BOOST Glucose Control’s healthy fat profile is consistent with what we teach clients to look for,” said Grant. “Good nutrition is important for people with diabetes – and making it even more appealing to these individuals is the great taste BOOST Glucose Control delivers,” she added.

Recently debuting at the American Dietetic Association’s Food & Nutrition Conference & Exhibit (FNCE), registered dietitians and health professionals are learning about BOOST Glucose Control’s nutrient formulation and potential health benefits.

Available in three delicious flavors: Vanilla, Chocolate and Strawberry, BOOST Glucose Control is currently in stores nationwide in 8 fluid-ounce, reclosable bottles.

BOOST Glucose Control is a Medical Food – consumers should consult with their physician on the use of this product.

About Diabetes

An estimated 21 million Americans and 195 million people worldwide have diabetes according to the U.S. Centers for Disease Control. It is the sixth leading cause of death in the U.S. and a major contributor to heart disease, stroke, blindness, kidney disease and vascular or neurological problems that can result in amputation. There can be many complications with diabetes, however the problems are fewer in diabetics who have well-controlled blood sugar levels.

Disclaimer

The foregoing press release contains forward-looking statements that can be identified by the use of forward-looking terminology such as “offers unique nutrient profile”, “help minimize,” “can be part of,” “helps prevent,” “potential,” “should consult,” or similar expressions, or by express or implied discussions regarding any potential future sales of BOOST[®] Glucose Control[™]. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results, performance or achievements expressed or implied by such statements. Management's expectations could be affected by, among other things, competition in general, and other risks referred to in Novartis AG's Form 20-F on file with the US Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described herein as anticipated, believed, estimated or expected. Novartis is providing this information as of this date and does not undertake any obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.

About Novartis Nutrition Corporation

Located in Minneapolis, Novartis Nutrition Corporation is part of Novartis Medical Nutrition (a unit of Novartis AG), which offers a complete range of enteral (tube feeding) and oral nutrition products and devices tailored to the varying needs of patients and healthcare professionals. The product range encompasses supplements, which are taken orally, as well as enteral nutrition formulas, which are administered through specific feeding tubes and medical devices.

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