



Contact: Mariesa Kemble
Sam Brown Inc.
(608) 850-4745
mariesak@sambrown.com

ENROLLMENT FOR TOGETHER Rx ACCESS™ CARD SURPASSES 500,000 MARK

More Than Half a Million Cardholders Can Save on Prescription Medicines

Alexandria, Va., July 21, 2006 – Since its introduction in January of 2005, more than 500,000 people have enrolled in the Together Rx Access™ Program, and that number continues to grow daily. The Together Rx Access Program is a free prescription savings program for eligible individuals and families who lack prescription drug coverage and are not eligible for Medicare.

An estimated 46 million Americans, including nearly nine million children, do not have health care coverage. The uninsured include two-income families, single parents, the self-employed, new college graduates, and low-wage workers, among others. In fact, eight out of 10 uninsured people are in working families.

“Every American should have access to quality health care, including prescription medicines,” said Roba Whiteley, executive director of the Together Rx Access Program. “Until there is a complete health coverage solution for the uninsured, we offer immediate help so people can better access the prescription medicines they need.”

The Together Rx Access Card was created by 10 pharmaceutical companies to help hardworking Americans and their families gain access to meaningful savings on prescriptions right at the pharmacy counter¹. Most cardholders save 25 to 40 percent² on brand-name prescription products, including medicines to treat high cholesterol, diabetes, asthma, and many

¹ There are 10 companies participating in the Together Rx Access Program. They are Abbott Laboratories; AstraZeneca; Bristol-Myers Squibb Company; GlaxoSmithKline; Janssen, L.P.; LifeScan, Inc.; McNeil Consumer & Specialty Pharmaceuticals, a Division of McNeil-PPC, Inc.; Novartis Pharmaceuticals Corporation; Ortho Biotech Products, L.P.; Ortho-McNeil, Inc.; Ortho-McNeil Neurologics, Inc.; OrthoNeutrogena, a Division of Ortho-McNeil Pharmaceutical, Inc.; Ortho Women’s Health & Urology, a Division of Ortho-McNeil Pharmaceutical, Inc.; Pfizer Inc; PriCara, a Unit of Ortho-McNeil, Inc.; sanofi-aventis US LLC; Takeda Pharmaceuticals North America, Inc.; TAP Pharmaceutical Products Inc.; and Vistakon Pharmaceuticals, LLC.

² Each cardholder’s savings depend on such factors as the particular drug purchased, amount purchased, and the pharmacy where purchased. Participating companies independently set the level of savings offered and the products included in the Program. Those decisions are subject to change.

other conditions. Over 300 brand-name prescription products are included in the Program³. Savings are also available on a range of generic products.

The Card is free to get, and free to use. Since the launch of the Program, Together Rx Access cardholders have saved more than \$23 million on prescription medications and products.

“Surpassing the 500,000 mark in enrollment represents a key milestone for the Together Rx Access Program,” said Whiteley. “But there are millions of people across the US we still need to reach. We remain committed to helping as many people as we can.”

To continue the momentum, Together Rx Access has introduced a host of new initiatives geared at building awareness and making enrollment in the Program as simple as possible. Enrollment campaigns are being conducted at venues across the US, where representatives from Together Rx Access are available to talk with individuals about the Program and initiate the enrollment process. Campaigns are currently scheduled at several Minor League Baseball stadiums, including during the Durham Bulls games in Raleigh-Durham, North Carolina on August 12, and at the Reading Phillies game in Reading, Pennsylvania on August 19. In a direct outreach to ethnic minorities, who account for one of every two uninsured Americans, Together Rx Access is conducting targeted enrollment campaigns at health fairs and festivals within the African American and Hispanic communities, including the Majic 102 Fun Day in the Park and the Univision Radio Fiesta, both occurring in Houston, Texas on September 3, and the Los Magnifico Car Show on November 4, also in Houston. Additional enrollment events are planned for Houston and in Memphis, Tennessee to reach out to individuals and families displaced by Hurricanes Katrina and Rita.

Beyond the community-based enrollment campaigns, Together Rx Access has introduced a new television ad campaign, as well as a simplified brochure that includes a quick 1-2-3 mail-in application. The Together Rx Access web site has also been redesigned to be even more informative and user friendly, enabling visitors to determine their eligibility on the home page, and providing new cardholders with their member ID numbers instantly upon enrollment. Cardholders can then use their member ID numbers at participating pharmacies in just two hours.

The Together Rx Access Program has been extremely well-received across the US, with several states, including Alabama, Colorado, Florida, Georgia, Louisiana, Mississippi, and South Carolina, issuing state proclamations commending the Program and encouraging state legislators to educate their constituents about the availability of the Together Rx Access Card.

³ Please see TogetherRxAccess.com for a full list of prescription drugs available

“Our goal is to provide the millions of uninsured Americans with more access to life-changing, life-saving, and life-enhancing medicines,” said Whiteley. “The Together Rx Access Program helps individuals and families take care of what’s most important – their health.”

To qualify for the Together Rx Access Card applicants cannot be eligible for Medicare nor have public or private prescription drug coverage. To be eligible, household income of less than \$30,000 for a single person or \$60,000 for a family of four (income eligibility is adjusted for family size) is required. And they must be a legal resident of the United States or Puerto Rico.

It is easy to enroll in the Program and easy to use once enrolled. There is a simple enrollment form, and a quick start savings card is available to give cardholders speedy access to savings on the brand name products and generic drugs in the Program.

Together Rx Access also directs individuals to the Partnership for Prescription Assistance (PPA), a clearinghouse for over 475 public and private assistance programs, including 180 offered by pharmaceutical companies.

The Together Rx Access Card is accepted at the majority of pharmacies nationwide and in Puerto Rico. Cardholders simply bring the Card to their pharmacist along with their prescription, and the savings are calculated right at the pharmacy counter.

For more information about the Together Rx Access Card and to enroll in the Program, contact Together Rx Access at 1-800-966-0407, or visit TogetherRxAccess.com.

Together Rx Access and the Together Rx Access logo are trademarks of Together Rx Access, LLC. All other marks are the property of their respective owners.

© 2006 Together Rx Access, LLC.

###