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**TOGETHER Rx ACCESS™ LAUNCHES ADS TO ENCOURAGE AMERICANS WITH NO PRESCRIPTION DRUG COVERAGE TO ENROLL IN SAVINGS PROGRAM**

*Member Companies Committed to Reaching as Many Uninsured Americans as Possible Through TV, Radio and Newspaper*

**Alexandria, Va., April 25, 2005** – Together Rx Access, LLC today launched national advertising to generate awareness and build enrollment in the new Together Rx Access™ prescription savings program among as many eligible uninsured Americans as possible. The Together Rx Access Card, a free, easy-to-use card that offers savings of about 25 percent to 40 percent – and sometimes more<sup>1</sup> – was launched in January 2005 by 10 leading pharmaceutical companies. The Together Rx Access Card offers savings on more than 275 brand-name prescription products from some of the world’s largest pharmaceutical companies. Savings also are available on a wide range of generic products. These products include medicines to treat diabetes, hypertension, high cholesterol, cancer, allergy, asthma, arthritis and depression, which are among the most common conditions affecting Americans.

The advertising campaign includes print, television and radio outlets to increase familiarity with the card and direct people to get more information and to enroll by calling toll-free to **1-800-444-4106** or visiting **[www.TogetherRxAccess.com](http://www.TogetherRxAccess.com)**.

“The companies participating in the Together Rx Access program are launching this broad-based campaign to ensure the maximum number of eligible uninsured

<sup>1</sup> Savings may vary depending on the pharmacy’s customary pricing for each specific product and the savings program offered by the participating company that makes it. Participating companies independently set the level of savings offered and the products included in the program. Those decisions are subject to change.

Americans learn about, and sign-up for, this very beneficial program,” said Roba Whiteley, executive director of the Together Rx Access program.

To qualify for the Together Rx Access Card, applicants must not be eligible for Medicare, have no public or private prescription drug coverage, have incomes of up to \$30,000 for a single person or \$60,000 for a family of four (income eligibility is adjusted for family size) and be a legal U.S. resident.

Ms. Whiteley continued: “Establishing the program -- with guidance from doctors, patient advocates and the uninsured themselves -- was just the first step. The next phase requires a significant investment of financial and human resources to bring the Together Rx Access program directly to people who can benefit.” In addition to advertising, the Together Rx Access program is conducting aggressive grassroots marketing in collaboration with community and social service organizations across the country.

“Our goal is to spread the word to those most in need that the program is completely free and could make a difference in their ability to access the prescription medicines they need for themselves and their families,” said Ms. Whiteley.

### **About the Campaign**

The national campaign, titled “Profiles,” focuses on true-to-life stories of uninsured Americans. The advertisements tell the stories of hard-working Americans without health insurance and prescription drug coverage, capturing the characters’ commitment to family, the pride they take in their work, and the worry they feel when confronting the real issues of living without prescription coverage. The campaign starts April 25 and includes television and radio spots as well as newspaper inserts containing enrollment forms. Advertising also will appear in the New York City subway. Posters and brochures will be distributed at check cashing facilities and medical clinics at approximately 900 locations in New York, Los Angeles and Chicago.

Television ads will run in English and Spanish on 12 cable television networks, with emphasis on markets having high concentrations of uninsured people. Increased advertising also is planned in 17 markets with large African-American and Hispanic communities, where rates of insurance coverage are particularly low.

The radio ads, scheduled to air in June and August, will run in 34 markets and will direct people to look for the insert in their Sunday papers.

The advertising campaign was created by Cambridge BioMarketing Group, a healthcare agency headquartered in Cambridge, Mass. that provides brand development, professional and direct-to-consumer marketing communications. Designed to generate response and enrollment, the campaign appeals directly to the issues faced by the uninsured while respecting the proud, independent spirit of these hardworking Americans.

### **About Together Rx Access L.L.C.**

Together Rx Access, LLC includes Abbott, AstraZeneca, Bristol-Myers Squibb, GlaxoSmithKline, members of the Johnson & Johnson Family of Companies<sup>2</sup>, Novartis, Pfizer, sanofi-aventis Group<sup>3</sup>, Takeda, and TAP Pharmaceutical Products Inc. The participating companies together offer savings on more than 275 FDA approved brand-name prescription products from some of the world's best known pharmaceutical companies. Savings also are available on a wide range of generic products.

In addition to participating in the Together Rx Access program, each of the 10 participating companies independently offers Patient Assistance Programs (PAPs). People applying to enroll for the Together Rx Access Card will be notified automatically if they may be eligible for further savings – and in some cases free medicines – through these PAPs. They also may be referred to the Partnership for Prescription Assistance (PPA), which can help eligible individuals get the medicines they need through the public or private program that's right for them (PPA can be reached directly at 1-888-4PPANOW or via [www.pparx.org](http://www.pparx.org)).

In introducing the Together Rx Access Card, the participating companies are applying the experience gained in creating the successful Together Rx Card, which has enrolled over 1.5 million low-income seniors since its introduction in 2002.

<sup>2</sup> Johnson & Johnson Family of Companies participates through Ortho-McNeil Pharmaceutical, Inc. and Janssen Pharmaceutica Products L.P.

<sup>3</sup> The sanofi-aventis Group is participating through its U.S. affiliates Aventis Pharmaceuticals Inc. and Sanofi-Synthelabo Inc.

**Abbott**

Abbott is a global, broad-based health care company devoted to the discovery, development, manufacture and marketing of pharmaceuticals and medical products, including nutritionals, devices and diagnostics. The company employs more than 55,000 people and markets its products in more than 130 countries. For more information, please visit [www.abbott.com](http://www.abbott.com).

**AstraZeneca**

AstraZeneca is a major international healthcare business engaged in the research, development, manufacture and marketing of prescription pharmaceuticals and the supply of healthcare services. It is one of the world's leading pharmaceutical companies with healthcare sales of over \$18.8 billion and leading positions in sales of gastrointestinal, oncology, cardiovascular, neuroscience and respiratory products. In the United States, AstraZeneca is an \$8.7 billion healthcare business with more than 11,000 employees. AstraZeneca is listed in the Dow Jones Sustainability Index (Global) as well as the FTSE4Good Index. For more information, please visit [www.astrazeneca.com](http://www.astrazeneca.com).

**Bristol-Myers Squibb**

Bristol-Myers Squibb is a global pharmaceutical and related health care products company whose mission is to extend and enhance human life. For more information, please visit [www.bms.com](http://www.bms.com).

**GlaxoSmithKline**

GlaxoSmithKline, one of the world's leading research-based pharmaceutical and healthcare companies, is committed to improving the quality of human life by enabling people to do more, feel better, and live longer. For more information, please visit [www.gsk.com](http://www.gsk.com).

## **Members of the Johnson & Johnson Family of Companies**

Johnson & Johnson, with approximately 109,100 employees, is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services for the consumer, pharmaceutical, and medical devices and diagnostics markets. Johnson & Johnson has more than 200 operating companies, including Ortho-McNeil Pharmaceutical, Inc. and Janssen Pharmaceutica Products, L.P. Its operating companies are in 57 countries, selling products throughout the world. Additional information about Johnson & Johnson is available at [www.jnj.com](http://www.jnj.com).

## **Janssen Pharmaceutica**

Janssen Pharmaceutica Products, L.P. has a long track record in developing and marketing treatments for central nervous system disorders. Based in Titusville, N.J., its other specialty areas include pain management, treatment of fungal infections and therapy for gastrointestinal conditions. More information on the company can be found at [www.janssen.com](http://www.janssen.com).

## **Ortho-McNeil Pharmaceutical, Inc.**

Ortho-McNeil Pharmaceutical, Inc. markets prescription drugs in the areas of women's health, infectious disease, epilepsy, central nervous system, pain treatment, urology and migraine. For more information, visit [www.ortho-mcneil.com](http://www.ortho-mcneil.com).

## **Novartis**

Novartis AG is a world leader in pharmaceuticals and consumer health. In 2003, the Group's businesses achieved sales of USD 24.9 billion and a net income of USD 5.0 billion. The Group invested approximately USD 3.8 billion in R&D. Headquartered in Basel, Switzerland, Novartis Group companies employ about 80,000 people and operate in over 140 countries around the world. For further information please consult [www.novartis.com](http://www.novartis.com).

## **Pfizer**

Pfizer Inc. is a research-based pharmaceutical company that discovers, develops, manufacturers and markets innovative medicines for humans and animals. For over 30 years, Pfizer has been committed to providing patients in need with simple and convenient access to prescription medicines through a variety of Pfizer programs. Additional information about Pfizer is available online at [www.pfizer.com](http://www.pfizer.com). Information about access to Pfizer medicines is available through the Pfizer Helpful Answers Web site, [www.pfizerhelpfulanswers.com](http://www.pfizerhelpfulanswers.com).

## **sanofi-aventis Group**

The sanofi-aventis Group is the world's third-largest pharmaceutical company, ranking number one in Europe. Backed by a world-class R&D organization, the sanofi-aventis Group is developing leading positions in seven major therapeutic areas: cardiovascular disease, thrombosis, oncology, diabetes, central nervous system, internal medicine and vaccines. For more information, please visit [www.sanofi-aventis.com](http://www.sanofi-aventis.com).

## **Takeda Pharmaceuticals North America, Inc.**

Based in Lincolnshire, Ill., Takeda Pharmaceuticals North America, Inc. is a wholly owned subsidiary of Takeda Pharmaceutical Company Limited, the largest pharmaceutical company in Japan. In the United States, Takeda currently markets oral diabetes and cholesterol lowering treatments, and through the Takeda Global Research & Development Center, Inc. the company has a robust pipeline with compounds in development for diabetes, sleep, cardiovascular disease and other conditions. Takeda is committed to striving toward better health for individuals and progress in medicine by developing superior pharmaceutical products. To learn more about the company and its products, visit [www.tpna.com](http://www.tpna.com).

## **TAP Pharmaceutical Products Inc.**

TAP Pharmaceutical Products Inc., located in Lake Forest, Ill., is a joint venture between

Abbott, headquartered in Abbott Park, Ill., and Takeda Pharmaceutical Company Limited, of Osaka, Japan. TAP markets Prevacid (lansoprazole) and Lupron Depot (leuprolide acetate for depot suspension). For more information about TAP Pharmaceutical Products Inc., and its products, visit the company's Web site at [www.tap.com](http://www.tap.com).

## **About ICT**

ICT Group, Inc., a leading global provider of customer management and business process outsourcing (BPO) solutions, serves as the Program Administrator for the new Together Rx Access program. Under the terms of the agreement, ICT Group will provide customer service, data capture/management, claims processing, Web and e-mail management and member enrollment/fulfillment services, in support of the Together Rx Access initiative. ICT Group partners with Argus Health Systems, Inc. for claims processing support and Rapid Solutions Group™ to provide fulfillment services.

ICT Group, headquartered in Newtown, Pa., provides a comprehensive mix of customer care/retention, acquisition, up-selling/cross-selling, technical support, market research and database marketing as well as e-mail management, co-browsing, data capture, claims processing and document management services, using its global network of more than 40 operations located throughout North America, Europe, Australia, Barbados, Mexico and the Philippines. ICT Group also provides interactive voice response (IVR) and advanced speech recognition solutions as well as hosted Customer Relationship Management (CRM) technologies. To learn more about ICT Group, visit the company's Web site at [www.ictgroup.com](http://www.ictgroup.com).

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