

Message

From: Sackler, Dr Richard [REDACTED]
Sent: 2/12/2012 9:43:00 PM
To: Boer, Peter [REDACTED] Lewent, Judy
Subject: FW: 2012 Budget Gross Sales Phasing.xlsx

I'm sending this so you know what I sent to JHS last week.

The January '12 sales analysis isn't yet finished by a long shot. I'm calling Ed tonight to better understand why he believes there was a huge inventory contraction ("\$70M!") in January. If that is true, it is good news to be sure as this doesn't seem likely to reoccur, but the reasons that wholesalers found themselves so stuffed with inventory is unknown to me, and if they were right, how and why did this happen in 2011?

From: Richard Sackler [REDACTED]@pharma.com>
Date: Mon, 6 Feb 2012 08:43:39 -0500
To: John Stewart [REDACTED]@pharma.com>, Ed Mahony <[REDACTED]@pharma.com>
Subject: Re: 2012 Budget Gross Sales Phasing.xlsx

What you say is true; more data allows for a better estimates. But wouldn't it be better if we are to fall short that you take action now? We don't have to overlook the possibility that this is a strong enough signal to warrant action now, and if the analysis says to take action, you are forearmed rather than waiting until April when a lot more spending is baked in.

Why do I think it is a strong signal of trouble ahead?

We weren't a little short; we were very much below (-18.5%) a surprisingly low forecast for January, and January was a lowest forecast month at 6.96% of annual forecast. **In order to make our forecasted sales, January will have be 5.68% of this year's sales, and that too sounds anomalously low to me as January is a 31 day month and our trajectory according to plan is flat but tending to sales decline, not growth.**

Here's my suggestion to resolve the matter ~

Let's look at the results together, comparing the % of all Januarys to the prior year's annual sales and the current year. In this way, we can get a good sense of the distribution of results; if this January isn't anomalous, there should be other January months that had the same and some even lower % of ultimate sales for the same year.

Ed, can you put these numbers together for us soon?

Richard

From: John Stewart [REDACTED]@pharma.com>
Date: Mon, 6 Feb 2012 06:49:37 -0500
To: "Richard S. Sackler" <[REDACTED]@pharma.com>
Cc: Ed Mahony [REDACTED]@pharma.com>, "Gasdia, Russell" [REDACTED]@pharma.com>
Subject: Re: 2012 Budget Gross Sales Phasing.xlsx

While January's sales were disappointingly low, it is only a single month - and in many years past I have seen weak starts to a year followed by much more robust performance (have seen it the other way too). As such, I would say that it would be premature to conclude that the year's full forecast is in jeopardy.

We will, of course, look closely at demand levels over the next 2 months - a time during which we will have greater promotional effort behind OxyContin. By the end of Q1 we will have a much better sense of the 2012 growth patterns.
JS

From: Sackler, Dr Richard
Sent: Sunday, February 05, 2012 08:57 PM
To: JHS (US)
Subject: FW: 2012 Budget Gross Sales Phasing.xlsx

Do you think that our overall forecast is in trouble given the weak sales in Jan 2012 compared with prior year and budget?

From: Ed Mahony [REDACTED]@pharma.com>
Date: Sun, 5 Feb 2012 20:49:16 -0500
To: Richard Sackler [REDACTED]@pharma.com>
Cc: John Stewart [REDACTED]@pharma.com>, "Gasdia, Russell" [REDACTED]@pharma.com>, [REDACTED]
[REDACTED]@pharma.com>
Subject: 2012 Budget Gross Sales Phasing.xlsx

Dr Richard,

You asked for 2012 sales phasing. That phasing is attached. There is nothing extraordinary in the phasing. The variances between months are due to number of order cycles in the month, timing of price increases and Intermezzo launch and Butrans growth.

You asked about the month of January ... the actual will be about \$180 million** vs. the budget of \$220 million. Last year January sales were \$215 million.

We will send out a January sales report early this week.

Ed

**Note that the last days shipments do not reach the customer till February --- so title doesn't pass till February.

Ed

Message

From: Sackler, Dr Richard [REDACTED]
Sent: 2/12/2012 10:07:55 PM
To: Sackler, Mortimer D.A. [REDACTED]
Subject: Re: 10 Year Plan

We can talk about this, but consider that even a rotten plan doesn't matter much if we can't get our short range execution right in sales and profits. I agree with your skepticism. Ed is convinced the market risk is contained in the base forecasts which are taken to be quite conservative.

From: Mortimer Sackler [REDACTED]@pharma.com>
Date: Sun, 12 Feb 2012 19:04:15 -0500
To: Ed Mahony [REDACTED]@pharma.com>, Chadbourne SDB [REDACTED]@chadbourn.com>
Cc: "Richard S. Sackler" [REDACTED]@pharma.com>, Judy Lewent [REDACTED]@pharma.com>
Subject: Re: 10 Year Plan

Ed,

I just spent some time going through this and must say I don't find it very encouraging. I especially am not convinced that you did anything like a complete job on risk adjusting the future outcomes. Can you seriously come to me and say with a straight face that Targin (both Pain AND OIC) has a 80% chance of not only coming to market but also staying on the current timelines and not being delayed?? This involves not one but TWO separate approvals (first in pain then in OIC) both of which must happen ON TIME and on our schedule (which we haven't been historically good at making). Same goes for Butrans second generation which depends not only on getting the approval on time BUT ALSO having our somewhat uncertain (50/50 AT BEST in my view) IP strategy working but it certainly isn't a 75% certainty. Also HYD, 80% really? You really think our group with the track record we have, with a product that is already getting a lot of press trying to stop it from coming to market has an 80% chance of not just succeeding but also succeeding within the timeframe we have.

It just seems to me that we don't have a very strong risk adjusting process in coming up with the risk adjusted scenarios. There are some many variables, each with their own risks, that need to be summed up and calculated. On top of all the ones I mentioned above there is also the risk of the product coming to market and not delivering the sales we are projecting. How are you accounting for that risk? Even Intermezzo and Butrans should still have a risk factor on them to account for that risk and you totally have ignored that.

I really would expect you as the CFO to take a MUCH finer and stronger view and role in ensuring that our risk adjusted projections are really conservative and as close to a possible actual maybe even worst case as we can predict happening. Not everything will go wrong, but it is absolutely certain that not everything will go right, yet that is what this risk adjusted forecast essentially does.

Please correct this. Hopefully this can be done somewhat before the meeting as I know some of these comments are not new to you and have been said not just by myself but also Judy, Richard and others. Without an accurate risk adjusted forecast for our business it is IMPOSSIBLE for us to scale the business correctly and to properly decide on which projects to pursue and which ones to drop.

Regards,

Mortimer

From: Edward Mahony [REDACTED]@pharma.com>
Date: Thu, 9 Feb 2012 01:06:12 -0500
To: "F. Peter Boer" [REDACTED]@pharma.com>, "Lewent, Judy" [REDACTED]@pharma.com>, Cecil Pickett [REDACTED]@pharma.com>, "Sackler Lefcourt, Ilene" [REDACTED]@pharma.com>, "Sackler, Beverly"

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Cc: James Dolan [REDACTED]@pharma.com>, "Gasdia, Russell" [REDACTED]@pharma.com>, Craig Landau
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STEWART [REDACTED]@pharma.com> [REDACTED] "Weinstein, Bert"
[REDACTED]@pharma.com>, [REDACTED]@pharma.com>,
[REDACTED]@pharma.com>, "Lowne, Jon" [REDACTED]@pharma.com> [REDACTED]@pharma.com>
Subject: 10 Year Plan

Colleagues,

Attached at John Stewart's request and on behalf of the Purdue team is an advance copy of Purdue's February 15 Board presentation. The presentation provides an update on 2012 sales and the 10 year plan. The following are a few highlights:

1. <!--[if !supportLists]--><!--[endif]-->The plan starts with an update on OxyContin. In January, OxyContin factory kilos and prescription demand were behind budget by about 5%. The under budget factory sales in January are due to a contraction in trade inventory and, to a lesser extent, to lower demand. The presentation will describe a number of new sales and promotion initiatives and their projected impact, which should help ensure that OxyContin sales will end 2012 on budget.
2. <!--[if !supportLists]--><!--[endif]-->The 10 year plan builds on the pain and related therapeutic area strategy focus previously discussed.
3. <!--[if !supportLists]--><!--[endif]-->The changes from the prior 10 year plan include:
 - a. <!--[if !supportLists]--><!--[endif]-->The higher strength doses of Butrans are removed from the clinical expenditure plan and sales plan - following the reduction in the 2012 R&D budget. The QTc studies that will support restarting the higher strength doses remain in the plan. Once the QTc studies are complete, the IP portfolio develops and the market for the lower strengths develops we will re-consider the higher strength dose opportunity. Gary will review the details of the higher strength program (should it be reactivated) in his presentation.
 - b. <!--[if !supportLists]--><!--[endif]-->OxyContin settlements have been included in the plan, along the lines approved by the Board recently. The impact on sales is \$275 mm in each of 2014 to 2017. This is a reasonable estimate, but is subject change (hopefully favorable) as settlements are developed.
 - c. <!--[if !supportLists]--><!--[endif]-->The potential cost of higher Medicaid rebates described in my email last week has been included in the plan. Efforts to change those proposed regulations are underway, but given that a favorable outcome is uncertain we have included the higher rebates in the plan.
 - d. <!--[if !supportLists]--><!--[endif]-->The estimated cost of a new manufacturing facility is included in the plan but, of course, the actual new facility decision is subject to separate Board review and approval.
4. <!--[if !supportLists]--><!--[endif]-->The plan includes an update on each of the pipeline projects. Each pipeline project is evaluated along multiple scenarios taking adjustments for competition, exclusivity, managed care barriers and more. Each of these pipeline projects analysis is further supported by detailed workbooks which are available on request. Some of the specific changes since the last 10 year plan are:
 - a. <!--[if !supportLists]--><!--[endif]-->Butrans sales and development costs are reduced.
 - b. <!--[if !supportLists]--><!--[endif]-->Costs to develop Targin and hydrocodone OAD are higher, based on more recent competitive bidding with CROs.

- c. <!--[if !supportLists]--><!--[endif]-->Sales of hydrocodone OAD are lower – but still strong -- due to updated assumptions on the potential impact of competition.
- d. <!--[if !supportLists]--><!--[endif]-->The IP / exclusivity time tables have been updated.
- 5. <!--[if !supportLists]--><!--[endif]-->The plan is risk adjusted based on the methodology described in recent 10 year plan emails. This risk adjustment – in fact any risk adjustment method – has limitations, but we believe is generally helpful.
- 6. <!--[if !supportLists]--><!--[endif]-->The plan does not try to anticipate an increase in OxyContin demand following the expected publication of favorable epidemiology studies, as the timing and impact are uncertain. The potential impact of those publications will be evaluated this year.
- 7. <!--[if !supportLists]--><!--[endif]-->The plan includes investment in health outcomes research, which should provide meaningful economic arguments to help achieve early and favorable coverage for our products in managed care formularies.
- 8. <!--[if !supportLists]--><!--[endif]-->Specific topics that will be discussed are:
 - a. <!--[if !supportLists]--><!--[endif]-->Hydrocodone OAD sales forecast and managed care assumptions
 - b. <!--[if !supportLists]--><!--[endif]-->Regulatory, IP and exclusivity strategy with special emphasis on the Butrans second generation patch.
 - c. <!--[if !supportLists]--><!--[endif]-->Managed care environment
- 9. <!--[if !supportLists]--><!--[endif]-->Specific topics requested by Board members that will be handled separately:
 - a. <!--[if !supportLists]--><!--[endif]-->Purdue Capabilities and Organizational Development
 - b. <!--[if !supportLists]--><!--[endif]-->Strategic Manufacturing of API

If there are questions or additional information items that come to mind as you review these materials, please send them along. Also, please appreciate that these are primarily the numbers and speaking/illustrative points – the background data, thinking and “story” will be much more apparent during the live presentation and discussion.

Ed

Message

From: Sackler, Dr Richard [REDACTED]
Sent: 2/14/2012 12:04:55 PM
To: Singh, Raman [REDACTED]
[REDACTED]

Subject: Presentation

Importance: High

A great success. Bravo.

A question for discussion at lunch, [REDACTED]
Isn't there sales synergy of the oxycontin salesperson also sell oxynorm to oncologists, and have the oxynorm salesforce sell oxycontin and Norspan for out-patient pain treatment?

To: Sackler, Dr Richard [REDACTED]@pharma.com]
From: Rosen, David (Marketing)
Sent: Tue 2/14/2012 1:02:19 PM
Subject: RE: do we have the updated Rx counts on butrans?

Yes. I have the data and am working on the charts now. I will automatically send these to you weekly until further notice.

-David

From: Sackler, Dr Richard
Sent: Tuesday, February 14, 2012 12:36 PM
To: Rosen, David (Marketing)
Subject: do we have the updated Rx counts on butrans?

If not when do you expect them?

Please get me the butrans study updated within an hour or two or getting the next week data?

To: Sackler, Dr Richard [REDACTED]
Cc: Stewart, John H. (US [REDACTED] Gasdia,
Russel [REDACTED] Innaurato,
Mike [REDACTED]
From: Rosen, David (Marketing)
Sent: Tue 2/14/2012 1:49:59 PM
Subject: Copy of Butrans Weekly Report 2-3-12.xlsm
Copy of Butrans Weekly Report 2-3-12.xlsm

Hi, Dr. Richard. As discussed, here are the charts containing the updated data. The charts are now located in the last 6 pages of the spreadsheet. While I do try not to react too much from week to week on these data, I believe trends are pointing more positive. Please let me know if you have any questions.

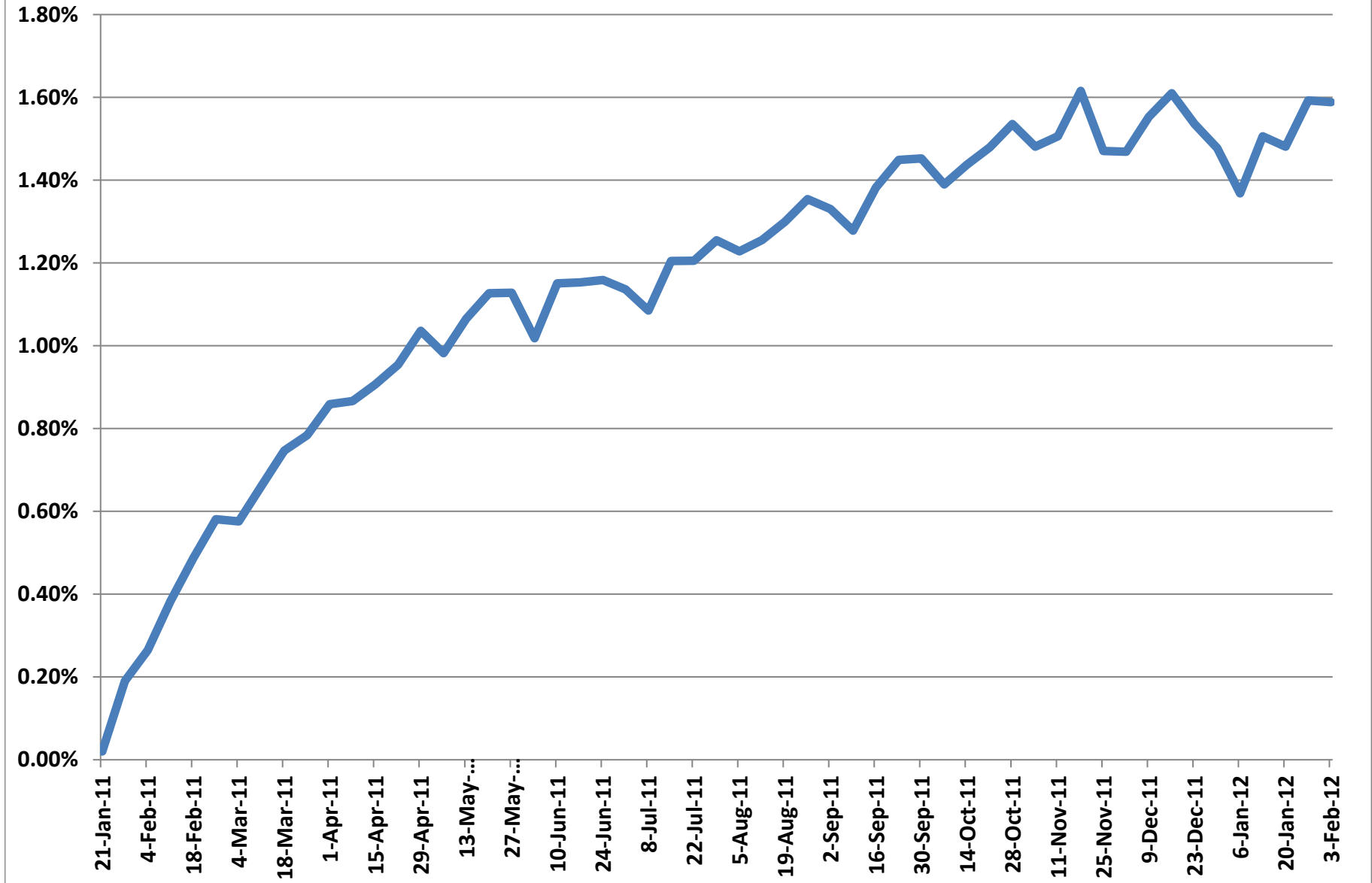
-David

David Rosen
Director -- Forecasting, Analytics and Market Research
Purdue Pharma L.P.

Redacted

Butrans Weekly Extended Release Opioid Rx Share

(Source: IMS National Prescription Audit; includes both brand and generic opioids)



Weekly Report

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		Butrans New, Refill and Total Prescriptions by Strength													
		Total			5mcg			10mcg			20mcg			Total	
<u>Week #</u>	<u>Week Ending</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	5,305	1,255	6,560	1,626	305	1,931	2,363	573	2,936	1,316	377	1,693	80.9%	19.1%
Week 46	2-Dec-11	6,390	1,498	7,888	1,909	336	2,245	2,860	718	3,578	1,621	444	2,065	81.0%	19.0%
Week 47	9-Dec-11	6,461	1,479	7,940	1,933	360	2,293	3,031	677	3,708	1,497	442	1,939	81.4%	18.6%
Week 48	16-Dec-11	6,712	1,594	8,306	2,009	477	2,486	3,070	659	3,729	1,633	458	2,091	80.8%	19.2%
Week 49	23-Dec-11	6,419	1,505	7,924	1,967	382	2,349	2,875	671	3,546	1,577	452	2,029	81.0%	19.0%



		Distribution of Butrans Prescriptions by Strength									Distribution of Butrans Ne					
		5mcg				10mcg			20mcg			Total			5mcg	
<u>Week #</u>	<u>Week Ending</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	100.0%	24.8%	4.6%	29.4%	36.0%	8.7%	44.8%	20.1%	5.7%	25.8%	80.9%	19.1%	100.0%	84.2%	15.8%
Week 46	2-Dec-11	100.0%	24.2%	4.3%	28.5%	36.3%	9.1%	45.4%	20.6%	5.6%	26.2%	81.0%	19.0%	100.0%	85.0%	15.0%
Week 47	9-Dec-11	100.0%	24.3%	4.5%	28.9%	38.2%	8.5%	46.7%	18.9%	5.6%	24.4%	81.4%	18.6%	100.0%	84.3%	15.7%
Week 48	16-Dec-11	100.0%	24.2%	5.7%	29.9%	37.0%	7.9%	44.9%	19.7%	5.5%	25.2%	80.8%	19.2%	100.0%	80.8%	19.2%
Week 49	23-Dec-11	100.0%	24.8%	4.8%	29.6%	36.3%	8.5%	44.8%	19.9%	5.7%	25.6%	81.0%	19.0%	100.0%	83.7%	16.3%



		w, Refill and Total Prescriptions by Strength							Weekly Growth in Butrans New, Refill and Total Presc							
Week #	Week Ending	10mcg				20mcg			Total			5mcg			10mcg	
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 45	25-Nov-11	100.0%	80.5%	19.5%	100.0%	77.7%	22.3%	100.0%	-21.8%	-12.2%	-20.2%	-21.4%	-18.9%	-21.1%	-24.0%	-9.0%
Week 46	2-Dec-11	100.0%	79.9%	20.1%	100.0%	78.5%	21.5%	100.0%	20.5%	19.4%	20.2%	17.4%	10.2%	16.3%	21.0%	25.3%
Week 47	9-Dec-11	100.0%	81.7%	18.3%	100.0%	77.2%	22.8%	100.0%	1.1%	-1.3%	0.7%	1.3%	7.1%	2.1%	6.0%	-5.7%
Week 48	16-Dec-11	100.0%	82.3%	17.7%	100.0%	78.1%	21.9%	100.0%	3.9%	7.8%	4.6%	3.9%	32.5%	8.4%	1.3%	-2.7%
Week 49	23-Dec-11	100.0%	81.1%	18.9%	100.0%	77.7%	22.3%	100.0%	-4.4%	-5.6%	-4.6%	-2.1%	-19.9%	-5.5%	-6.4%	1.8%



Prescriptions by Strength					
		20mcg			
<u>Week #</u>	<u>Week Ending</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 45	25-Nov-11	-21.5%	-18.1%	-11.1%	-16.6%
Week 46	2-Dec-11	21.9%	23.2%	17.8%	22.0%
Week 47	9-Dec-11	3.6%	-7.6%	-0.5%	-6.1%
Week 48	16-Dec-11	0.6%	9.1%	3.6%	7.8%
Week 49	23-Dec-11	-4.9%	-3.4%	-1.3%	-3.0%



[Butrans 10mcg Equivalents](#)
[Distribution of 10mcg Equivalents](#)
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<u>Week #</u>	<u>Week Ending</u>	Butrans 10mcg Equivalents				Distribution of Butrans 10mcg Equiv		
		Total <u>TRx</u>	5mcg <u>TRx</u>	10mcg <u>TRx</u>	20mcg <u>TRx</u>	Total <u>TRx</u>	5mcg <u>TRx</u>	10mcg <u>TRx</u>
Week 44	18-Nov-11	9,023	1,223	3,740	4,060	100.0%	13.6%	41.4%
Week 45	25-Nov-11	7,288	966	2,936	3,386	100.0%	13.2%	40.3%



		Valents
<u>Week #</u>	<u>Week Ending</u>	<u>20mcg</u> <u>TRx</u>
Week 44	18-Nov-11	45.0%
Week 45	25-Nov-11	46.5%



[TRxs by Channel](#)

[Distribution of Rx's by Channel](#)

[Weekly Growth in Butrans TRxs by Channel](#)

		Butrans TRxs (absolute) by Channel			
		Total	Retail	LTC	Mail
<u>Week #</u>	<u>Week Ending</u>				
Week 44	18-Nov-11	8,216	7,884	264	68
Week 45	25-Nov-11	6,560	6,293	180	87
Week 46	2-Dec-11	7,888	7,567	226	95
Week 47	9-Dec-11	7,940	7,609	239	92
Week 48	16-Dec-11	8,306	7,947	268	91
Week 49	23-Dec-11	7,924	7,613	199	112
Week 50	30-Dec-11	6,399	6,099	228	72
Week 51	6-Jan-12	6,770	6,450	279	41
Week 52	13-Jan-12	7,764	7,372	274	118
Week 53	20-Jan-12	7,396	7,044	242	110
Week 54	27-Jan-12	7,567	7,178	289	100
Week 55	3-Feb-12	8,106	7,665	328	113
TOTAL	2011	276,395	265,903	7,908	2,584

Distribution of Butrans TRxs by Channel			
Total	Retail	LTC	Mail
100.0%	96.0%	3.2%	0.8%
100.0%	95.9%	2.7%	1.3%
100.0%	95.9%	2.9%	1.2%
100.0%	95.8%	3.0%	1.2%
100.0%	95.7%	3.2%	1.1%
100.0%	96.1%	2.5%	1.4%
100.0%	95.3%	3.6%	1.1%
100.0%	95.3%	4.1%	0.6%
100.0%	95.0%	3.5%	1.5%
100.0%	95.2%	3.3%	1.5%
100.0%	94.9%	3.8%	1.3%
100.0%	94.6%	4.0%	1.4%
100.0%	96.2%	2.9%	0.9%

[illegible]

Week #	<u>Week 53</u>	<u>Week 54</u>	<u>Week 55</u>	<u>TOTAL</u>
Week Ending	<i>20-Jan-12</i>	<i>27-Jan-12</i>	<i>3-Feb-12</i>	<i>2011</i>

Week #	<u>Week 53</u>	<u>Week 54</u>	<u>Week 54</u>	<u>TOTAL</u>
Week Ending	<i>20-Jan-12</i>	<i>27-Jan-12</i>	<i>3-Feb-12</i>	<i>2011</i>

Primary Care	38.1%	39.6%	38.4%	38.4%
IM	10.2%	11.2%	10.5%	9.8%
FP/GP	14.0%	15.3%	14.8%	15.1%
Osteopathic Medicine	13.9%	13.1%	13.1%	13.5%
NPs / PAs	15.4%	14.8%	15.1%	13.0%
Nurse Practitioners	7.1%	7.1%	7.0%	6.3%
Physician Assistants	8.3%	7.7%	8.1%	6.7%
Primary Specialists*	40.8%	39.7%	40.5%	42.0%
Anesthesiology/Pain	20.6%	19.7%	19.7%	20.4%
Phys. Med. & Rehab	12.3%	12.1%	12.1%	12.7%
Neurology	3.3%	2.9%	3.2%	3.6%
Rheumatology	2.1%	2.8%	2.8%	2.9%
Orthopedic Surgery	2.5%	2.2%	2.6%	2.4%
All Other Specialties	4.5%	4.7%	4.7%	4.7%
All Other Specialties	4.5%	4.7%	4.7%	4.7%
Unspecified/Other	1.2%	1.2%	1.3%	1.9%
Total Butrans Prescriptions	100.0%	100.0%	100.0%	100.0%

	Week Forty-Eight as of 12/16				Week Forty-Nine of 12/23			
	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>
<u>PCP's</u>	<u>956</u>	<u>1,424</u>	<u>838</u>	<u>3,218</u>	<u>873</u>	<u>1,364</u>	<u>821</u>	<u>3,058</u>
FP/GP	364	538	330	1,232	346	520	339	1,205
Osteopathic Physicians	307	520	289	1,116	265	486	297	1,048
Internal Medicine	285	366	219	870	262	358	185	805
<u>NP's/PA's</u>	<u>364</u>	<u>549</u>	<u>339</u>	<u>1,252</u>	<u>339</u>	<u>511</u>	<u>316</u>	<u>1,166</u>
Physician Assistant	169	309	188	666	177	243	167	587
Nurse Practitioner	195	240	151	586	162	268	149	579
<u>Primary Specialists</u>	<u>992</u>	<u>1,554</u>	<u>768</u>	<u>3,314</u>	<u>985</u>	<u>1,450</u>	<u>774</u>	<u>3,209</u>
Anesthesiology/Pain	476	765	371	1,612	467	718	372	1,557
Physical Medicine	311	492	214	1,017	312	452	221	985
Neurology	73	112	72	257	58	95	86	239
Rheumatology	63	116	47	226	85	90	53	228
Orthopedic Surgeons	69	69	64	202	63	95	42	200
<u>All Other Specialties</u>	<u>128</u>	<u>154</u>	<u>78</u>	<u>360</u>	<u>107</u>	<u>165</u>	<u>77</u>	<u>349</u>
<u>Unknown/Other Specialty</u>	<u>46</u>	<u>48</u>	<u>68</u>	<u>162</u>	<u>45</u>	<u>56</u>	<u>41</u>	<u>142</u>
Grand Total	2,486	3,729	2,091	8,306	2,349	3,546	2,029	7,924

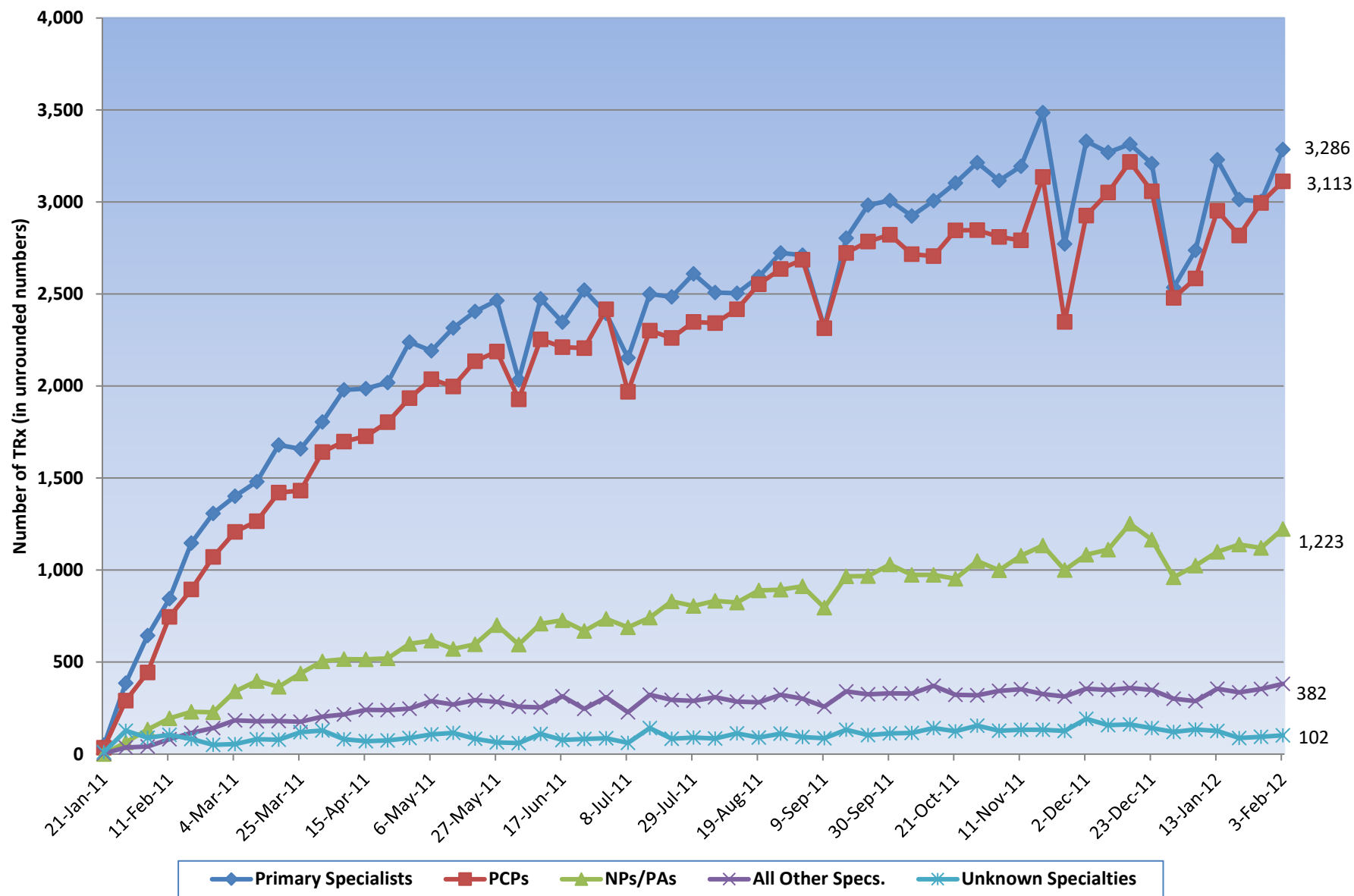
<u>Week #</u>	<u>Week Ending</u>	Number of Total Rx's (in absolute numbers)			
		<u>Anesth-Pain</u>	<u>FP/GP's</u>	<u>DO's</u>	<u>PMRs</u>
Week 45	25-Nov-11	20.4%	13.8%	12.2%	13.0%
Week 46	2-Dec-11	20.7%	14.4%	12.7%	12.7%

<u>Week #</u>	<u>Week Ending</u>	<u>IM's</u>	<u>PAs</u>	<u>NPs</u>	<u>All others</u>
Week 45	25-Nov-11	9.8%	7.7%	7.5%	13.6%
Week 46	2-Dec-11	10.0%	7.0%	6.7%	13.3%

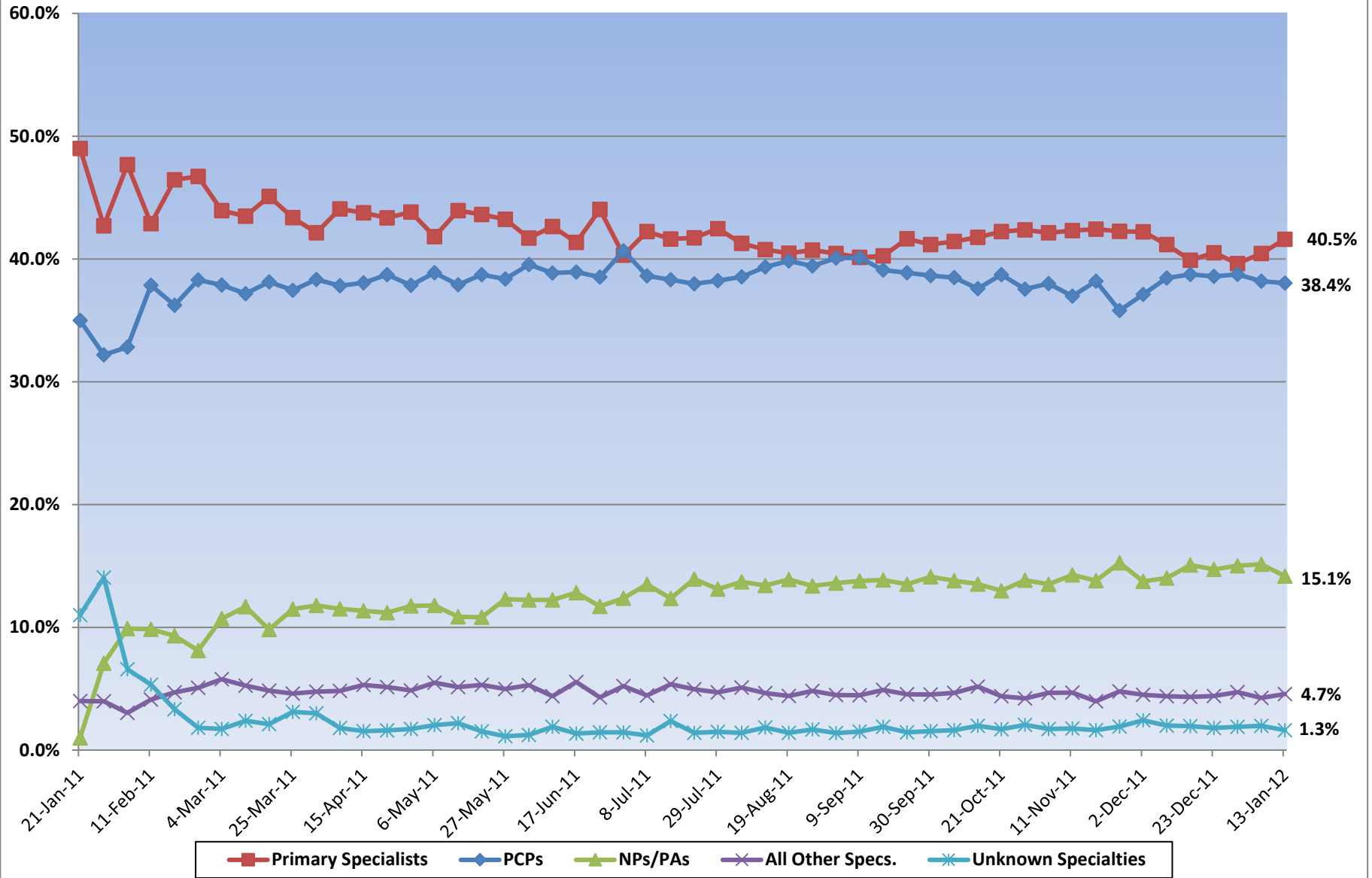
<u>Week #</u>	<u>Week Ending</u>	<u>Unknown Specialties</u>	<u>Grand Total</u>	<u>Neurology</u>	<u>Rheumatology</u>
Week 45	25-Nov-11	1.9%	100.0%	3.4%	2.8%
Week 46	2-Dec-11	2.4%	100.0%	3.5%	2.8%

<u>Week #</u>	<u>Week Ending</u>	<u>Orth. Surgeons</u>
Week 45	25-Nov-11	2.7%
Week 46	2-Dec-11	2.6%

Number of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 55 - February 3, 2012)

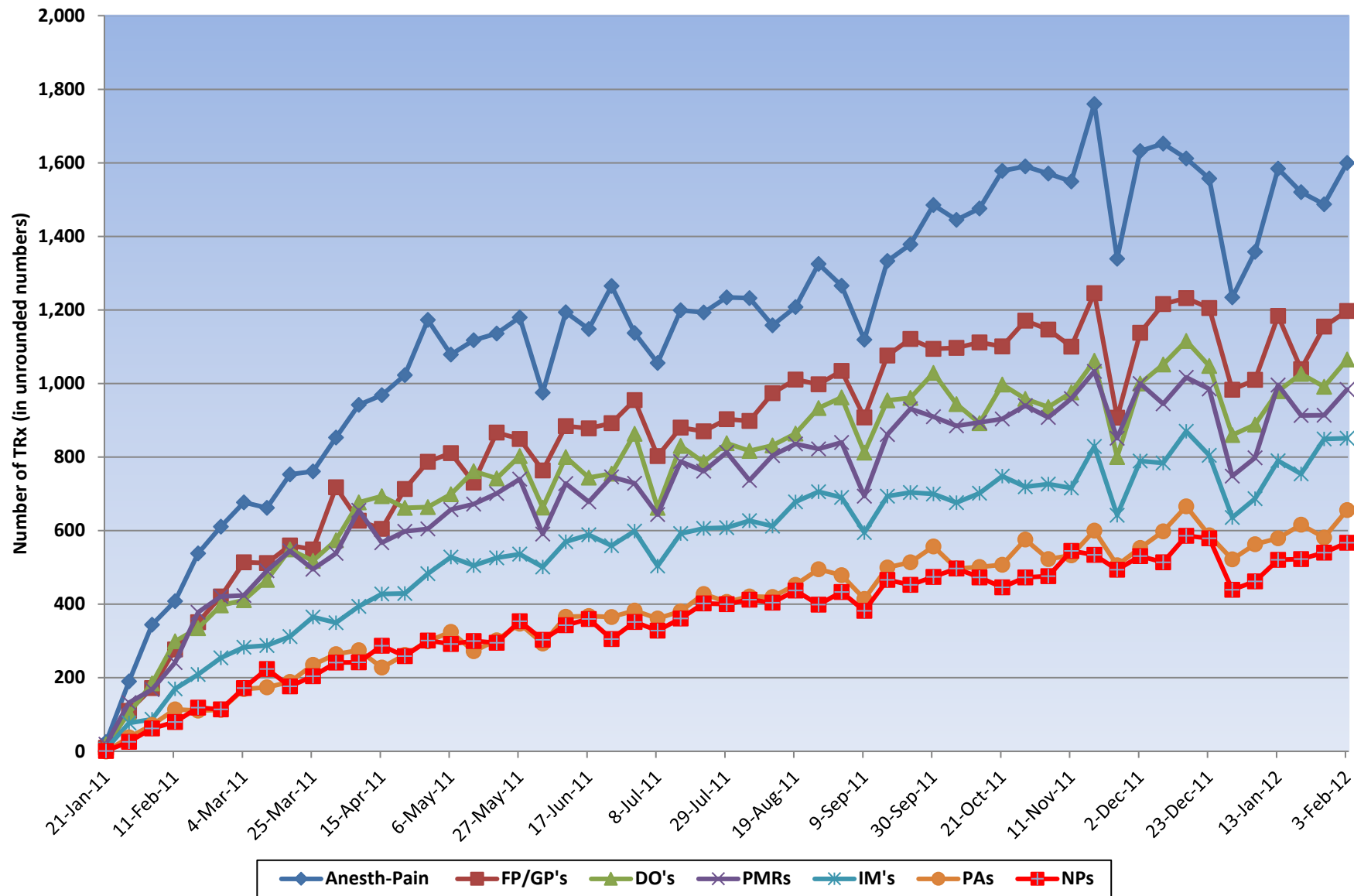


Percent Share of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 55 - February 3, 2012)



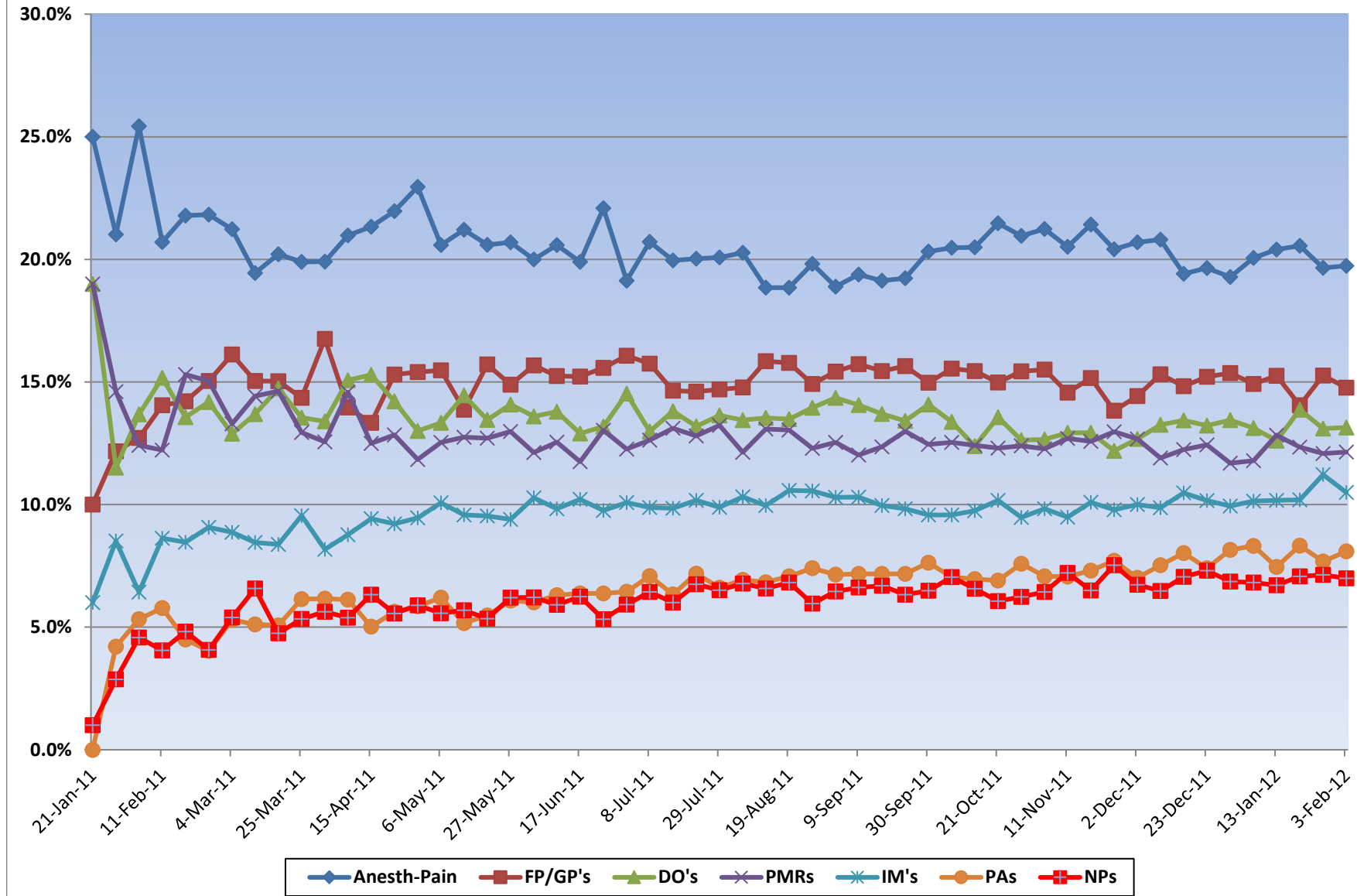
Number of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 55 - February 3, 2012)



Percent Share of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 55 - February 3, 2012)





[Extended Release Opioid Market - TRxs](#)
[Rx Share of Extended Release Opioid Market](#)
[Weekly Growth in Extended Release Opioid Market](#)

All channels of trade, combined

			Extended Release Opioid Market - Total Prescri					
<u>Week #</u>	<u>Week Ending</u>		<u>Butrans</u>	<u>Oxycodone ER</u>	<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>
Week 44	18-Nov-11	8,216	8,216	122,841	129,136	132,213	83,074	27,755
Week 45	25-Nov-11	6,560	6,560	108,349	114,425	114,875	73,415	24,061



		ptions						
<u>Week #</u>	<u>Week Ending</u>		<u>Exalgo</u>	<u>Nucynta ER</u>	<u>Total EROs</u>		<u>Butrans</u>	<u>Oxycodone ER</u>
Week 44	18-Nov-11	8,216	2,399	2,875	508,509	1.62%	1.62%	24.2%
Week 45	25-Nov-11	6,560	1,989	2,401	446,075	1.47%	1.47%	24.3%



			Share of Extended Release Opioid Market					
<u>Week #</u>	<u>Week Ending</u>		<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>	<u>Exalgo</u>	<u>Nucynta ER</u>
Week 44	18-Nov-11	8,216	25.4%	26.0%	16.3%	5.5%	0.5%	0.57%
Week 45	25-Nov-11	6,560	25.7%	25.8%	16.5%	5.4%	0.4%	0.54%



[Share of the Butrans Market TRXs](#)
[Weekly Growth in the Butrans Market](#)

All channels of trade, combined

		Butrans Market - Total Prescriptions					
<u>Week #</u>	<u>Week Ending</u>	<u>Butrans</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>	<u>Butrans</u>
Week 44	18-Nov-11	8,216	508,509	4,187,029	733,745	5,429,283	0.151%
Week 45	25-Nov-11	6,560	446,075	3,554,527	620,380	4,620,982	0.142%



		Share of the Butrans Market Prescriptions			
<u>Week #</u>	<u>Week Ending</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>
Week 44	18-Nov-11	9.4%	77.1%	13.5%	100.0%
Week 45	25-Nov-11	9.7%	76.9%	13.4%	100.0%

	Comparison of Butrans TRXs at		
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>
Week 1*	100	208	307
Week 2	900	347	651
Week 3	1,332	534	867
Week 4	1,940	904	933
Week 5	2,421	1,555	1,368
Week 6	2,737	1,633	1,739
Week 7	3,097	2,217	2,125
Week 8	3,312	2,447	1,843

	Comparison of Butrans TRXs at Launch versus Other			
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>
Week 1*	100	208	307	100
Week 2	900	347	651	218
Week 3	1,332	534	867	297
Week 4	1,940	904	933	370
Week 5	2,421	1,555	1,368	533
Week 6	2,737	1,633	1,739	678
Week 7	3,097	2,217	2,125	778
Week 8	3,312	2,447	1,843	855

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
Week 1*	100	208	307	100	404
Week 2	900	347	651	218	1,012
Week 3	1,332	534	867	297	1,407
Week 4	1,940	904	933	370	1,427
Week 5	2,421	1,555	1,368	533	1,851
Week 6	2,737	1,633	1,739	678	2,058
Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
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<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
Week 1*	100	208	307	100	404
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Week 8	3,312	2,447	1,843	855	2,110

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
Week 1*	100	208	307	100	404
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Week 5	2,421	1,555	1,368	533	1,851
Week 6	2,737	1,633	1,739	678	2,058
Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

Butrans Overview	16-Dec-11	23-Dec-11	30-Dec-11
Total Prescriptions	8,306	7,924	6,399
Total Unique Store Count	5,181	5,381	4,061
Total Patches Ordered	31,092	32,864	23,864

Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	2,486	2,349	1,751
10mcg	3,729	3,546	2,936
20mcg	2,091	2,029	1,712
Total	8,306	7,924	6,399

% of Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	29.9%	29.6%	27.4%
10mcg	44.9%	44.8%	45.9%
20mcg	25.2%	25.6%	26.8%
Total	100.0%	100.0%	100.0%

Butrans Unique Store Count	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	1,682	1,758	1,260
10mcg	2,547	2,676	1,924
20mcg	1,498	1,542	1,249
Total	5,181	5,381	4,061

Butrans Unique Store Count %*	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	32.5%	32.7%	31.0%
10mcg	49.2%	49.7%	47.4%
20mcg	28.9%	28.7%	30.8%

* Percent is based on the total number of unique outlets that ordered Butrans

Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	8,816	9,500	6,972
10mcg	14,292	15,168	10,332
20mcg	7,984	8,196	6,560
Total	31,092	32,864	23,864

% of Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	28.4%	28.9%	29.2%
10mcg	46.0%	46.2%	43.3%
20mcg	25.7%	24.9%	27.5%
Total	100.0%	100.0%	100.0%

Butrans®	1 Week Growth	4 Week Growth	8 Week Growth
Total Prescriptions	-19.2%	1.2%	4.7%
Total Unique Store Count	-24.5%	1.2%	2.7%
Total Patches Ordered	-27.4%	0.4%	3.8%

Total Prescriptions

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-25.5%	-0.4%	-2.2%
10mcg	-17.2%	1.3%	5.4%
20mcg	-15.6%	2.9%	12.8%

Total Store Count

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-28.3%	-3.2%	-3.0%
10mcg	-28.1%	2.1%	3.8%
20mcg	-19.0%	-0.4%	8.7%

Total Patches Ordered

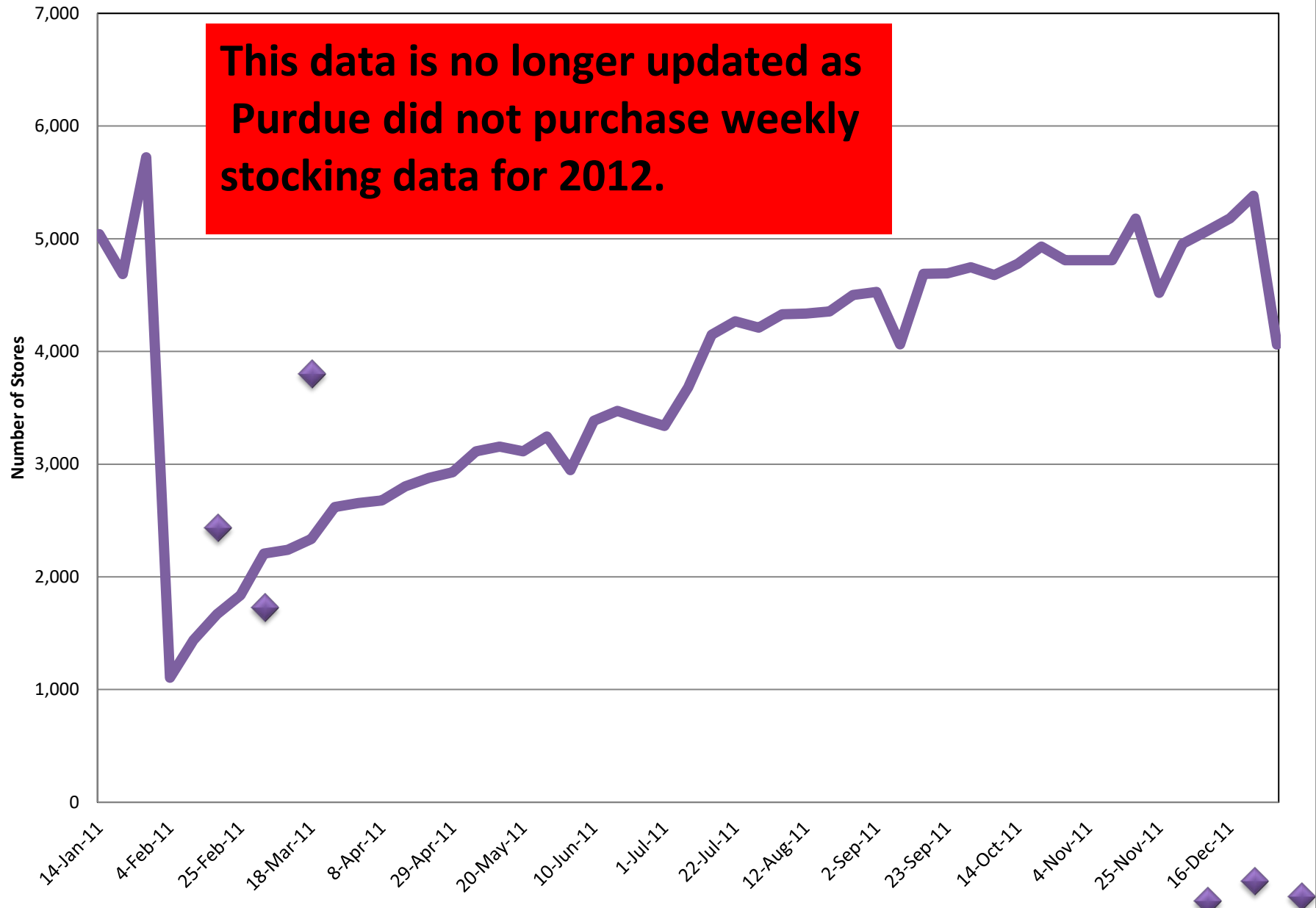
Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-26.6%	-4.9%	-2.0%
10mcg	-31.9%	3.8%	5.9%
20mcg	-20.0%	0.9%	7.3%

<u>Week Ending</u>	TOTAL PRESCRIPTIONS				TOTAL STORE	
	5mcg	10mcg	20mcg	TOTAL	5mcg	10mcg
December 2, 2011	2,245	3,578	2,065	7,888	1,592	2,354
December 9, 2011	2,293	3,708	1,939	7,940	1,651	2,537
December 16, 2011	2,486	3,729	2,091	8,306	1,682	2,547

<u>Week Ending</u>	COUNTS		TOTAL PACKAGES (OF 4) ORDERED				
	20mcg	TOTAL	5mcg	10mcg	20mcg	TOTAL	5mcg
December 2, 2011	1,559	4,955	2,151	3,256	2,058	7,465	8,604
December 9, 2011	1,431	5,066	2,177	3,690	1,955	7,822	8,708
December 16, 2011	1,498	5,181	2,204	3,573	1,996	7,773	8,816

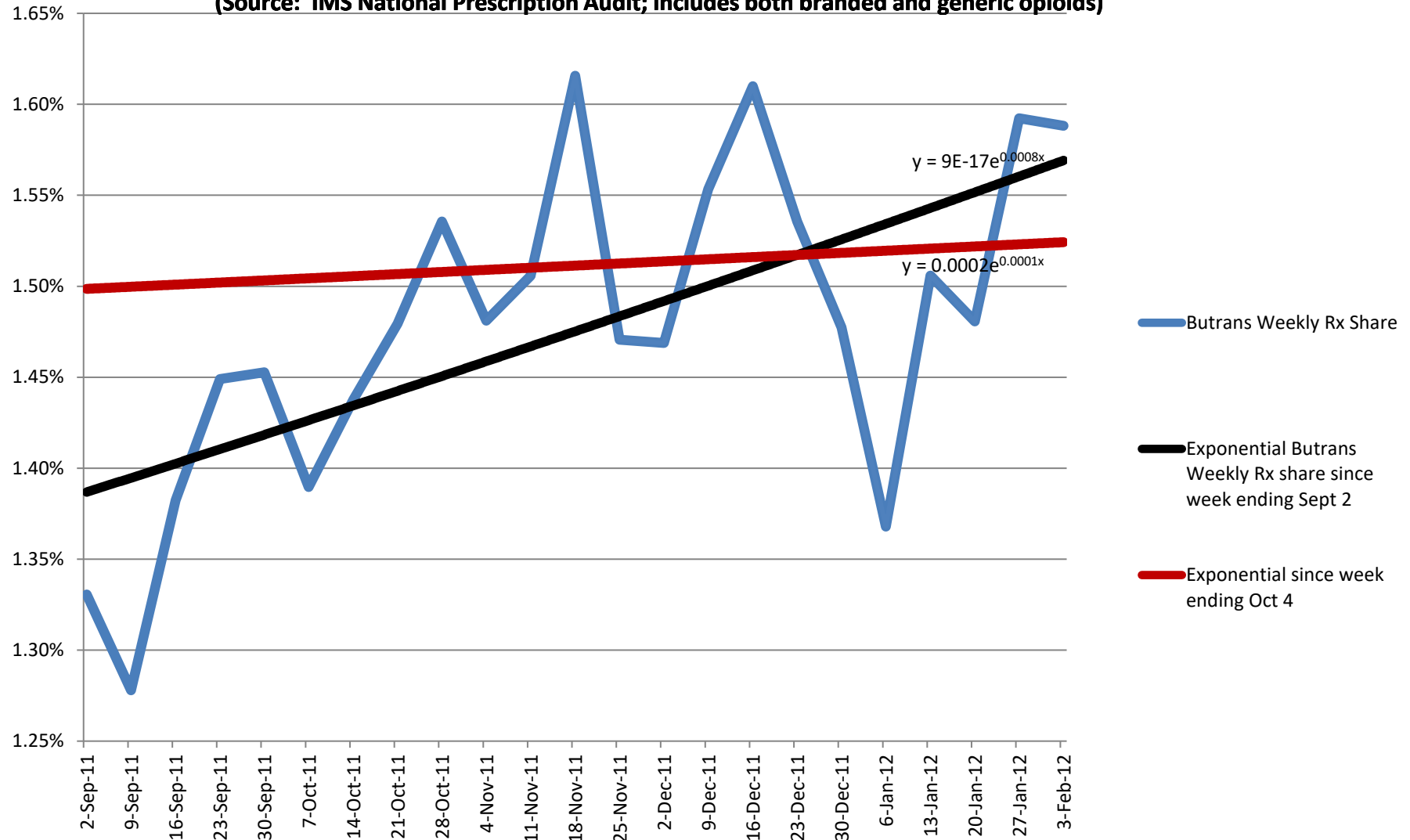
<u>Week Ending</u>	TOTAL PATCHES ORDERED		
	10mcg	20mcg	TOTAL
December 2, 2011	13,024	8,232	29,860
December 9, 2011	14,760	7,820	31,288
December 16, 2011	14,292	7,984	31,092

Number of Unique Stores Stocking Butrans

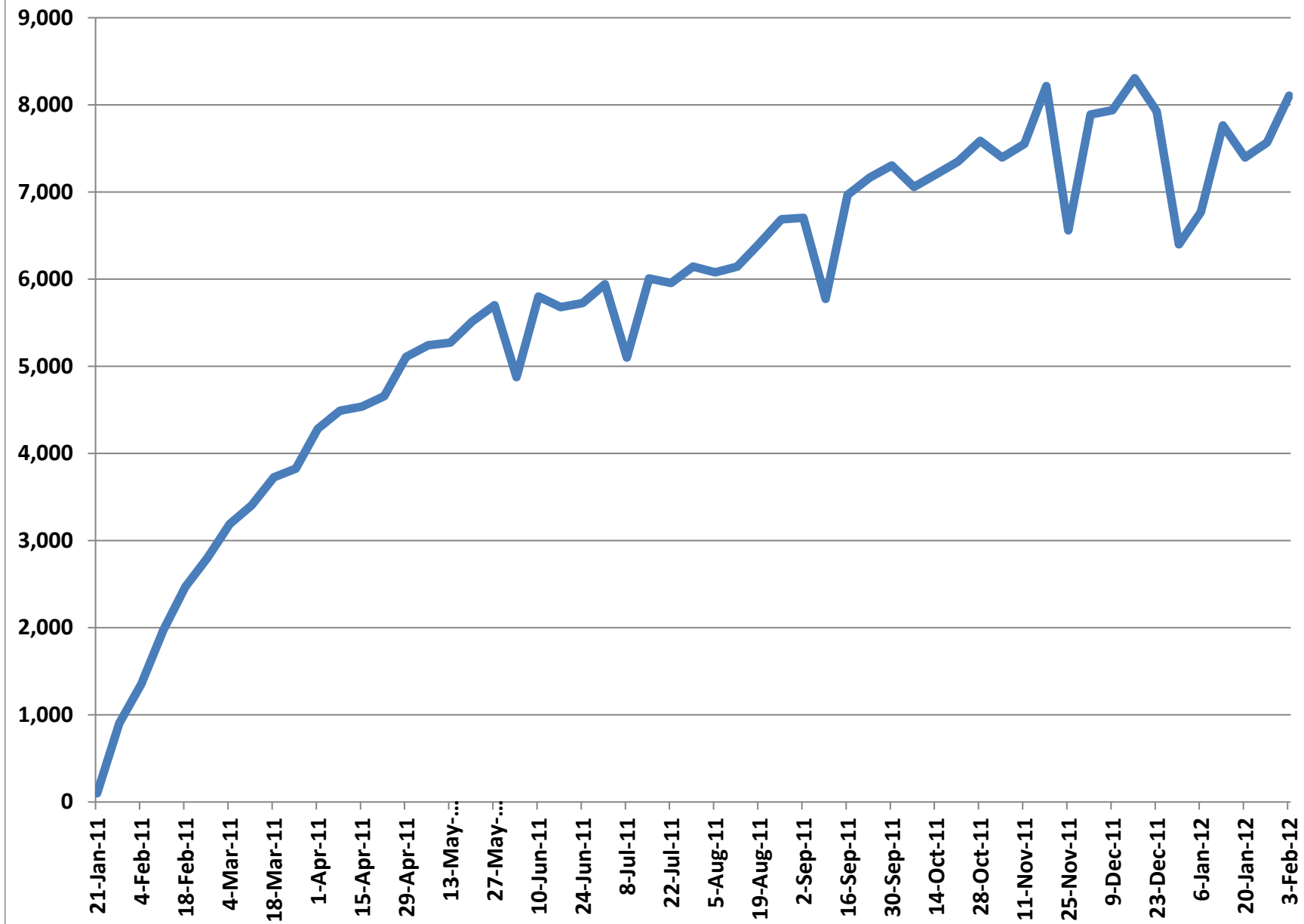


Detailed Butrans Weekly Extended Release Opioid Market Share

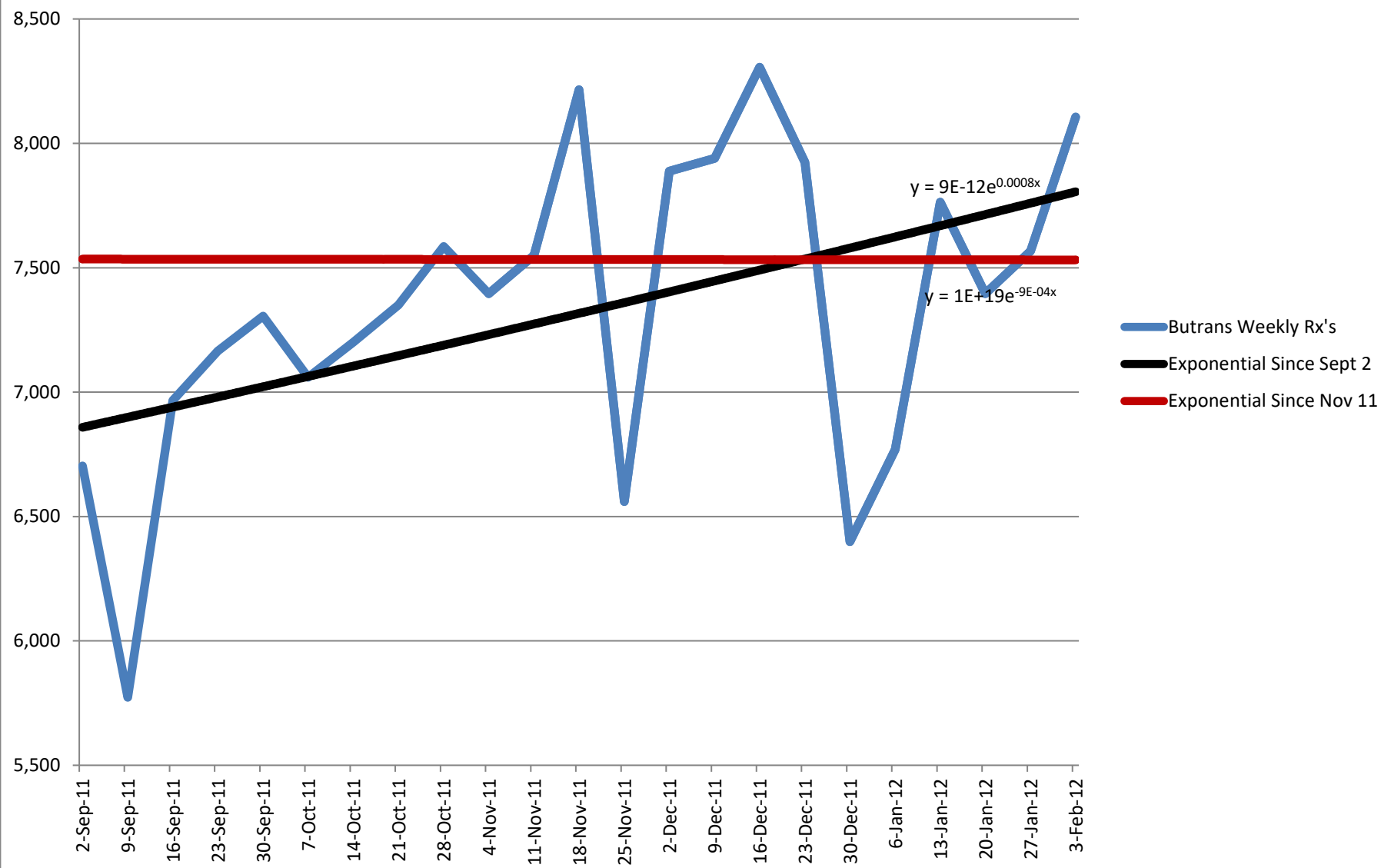
(Source: IMS National Prescription Audit; includes both branded and generic opioids)



Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)

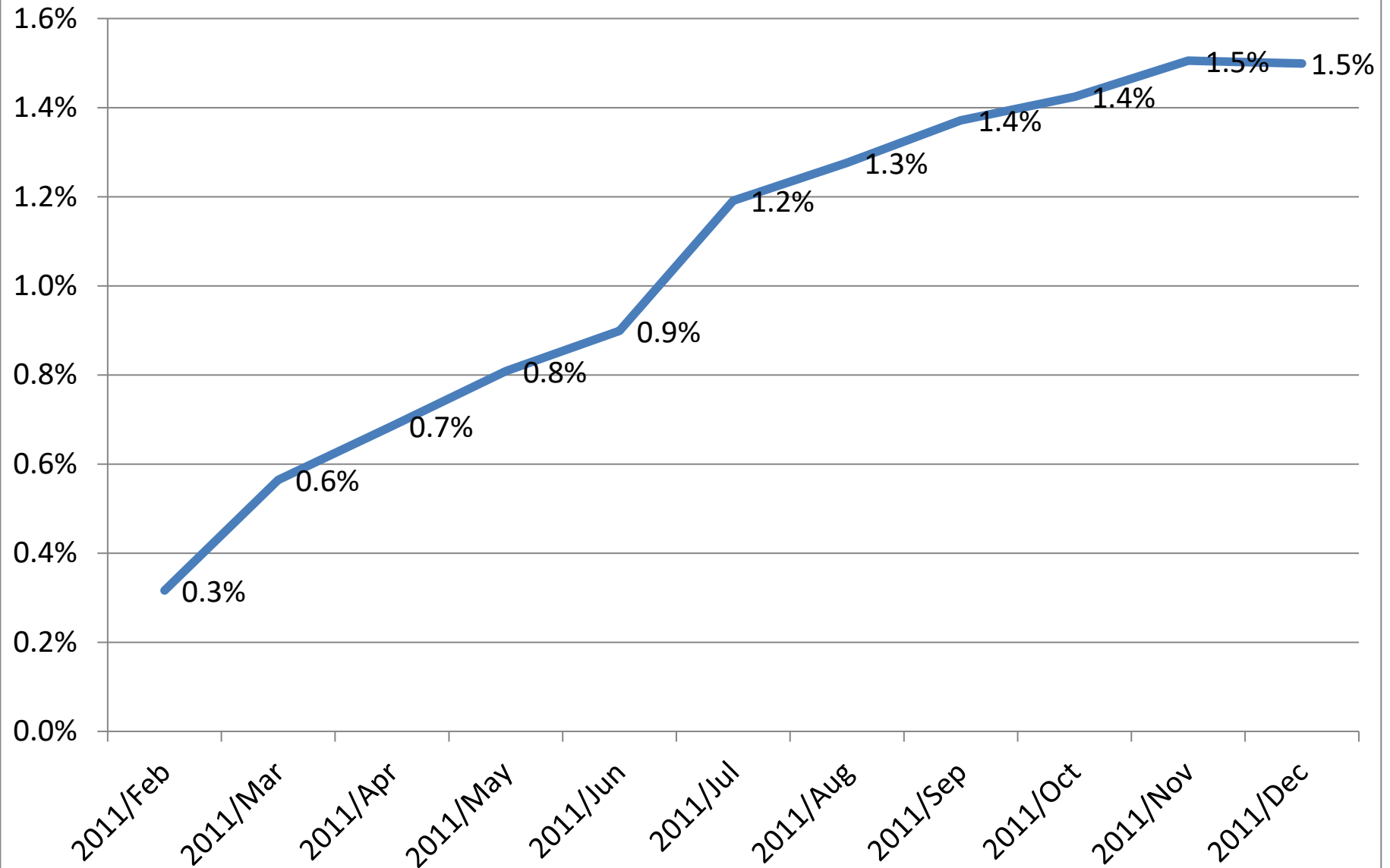


Detailed Butrans Weekly Rx's (Source: IMS National Prescription Audit)

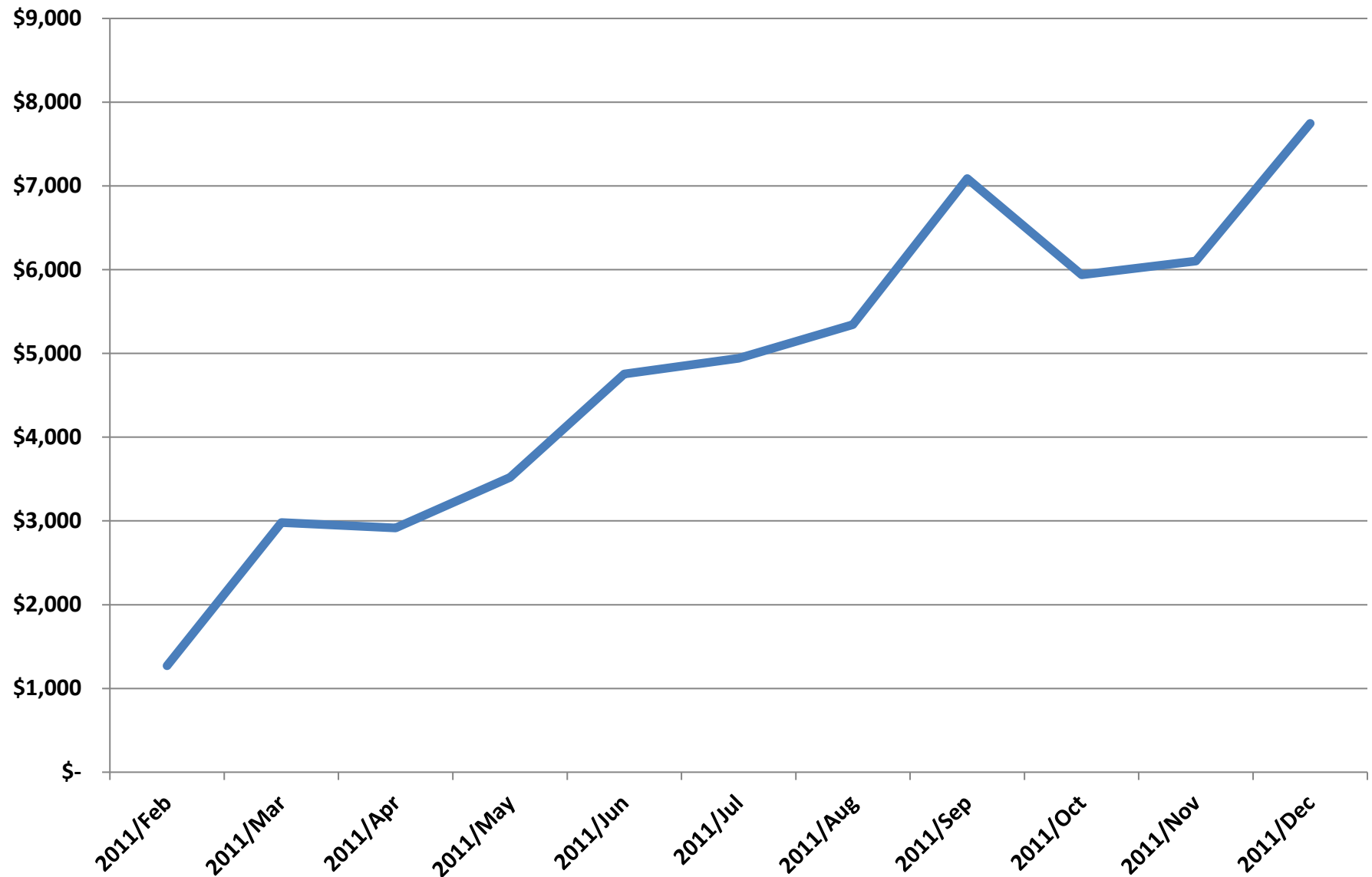


Butrans US Dollar Share of the Extended Release Opioid Market

(Source: IMS National Sales Perspective; includes branded and generic opioids)



Butrans monthly US Dollars Sold -- Wholesaler to Retailer --Excluding Jan Stocking (source: IMS National Sales Perspective)



Dollars	2011/Jan	2011/Feb	2011/Mar	2011/Apr
Butrans	\$4201.00	\$1271.00	\$2982.00	\$2915.00
Fentanyl	\$83384.00	\$71833.00	\$92359.00	\$76349.00
Hydromorphone	\$4039.00	\$4339.00	\$5952.00	\$5057.00
Methadone	\$3980.00	\$3966.00	\$4997.00	\$3922.00
Morphine	\$59534.00	\$57912.00	\$70026.00	\$56299.00
Oxycodone	\$228847.00	\$220006.00	\$296010.00	\$236229.00
Oxymorphone	\$39656.00	\$42581.00	\$56222.00	\$44684.00
Tapentadol				
Long-Acting Opioids	\$423641.00	\$401908.00	\$528548.00	\$425455.00

Butrans US Dollar Share of the Extended Release	1.0%	0.3%	0.6%	0.7%
---	------	------	------	------

2011/May	2011/Jun	2011/Jul	2011/Aug	2011/Sep	2011/Oct	2011/Nov
\$3520.00	\$4756.00	\$4941.00	\$5345.00	\$7089.00	\$5940.00	\$6103.00
\$83205.00	\$98072.00	\$78986.00	\$78549.00	\$96933.00	\$77315.00	\$74228.00
\$5416.00	\$6837.00	\$5791.00	\$6044.00	\$8051.00	\$6575.00	\$6270.00
\$4008.00	\$4913.00	\$3922.00	\$3867.00	\$4795.00	\$3880.00	\$3783.00
\$55696.00	\$67414.00	\$51117.00	\$52627.00	\$63197.00	\$51319.00	\$48851.00
\$236185.00	\$286837.00	\$219973.00	\$220724.00	\$268546.00	\$213698.00	\$208326.00
\$47365.00	\$60051.00	\$50094.00	\$51642.00	\$65748.00	\$54458.00	\$54293.00
				\$2597.00	\$3813.00	\$3540.00
\$435395.00	\$528880.00	\$414824.00	\$418798.00	\$516956.00	\$416998.00	\$405394.00

0.8%

0.9%

1.2%

1.3%

1.4%

1.4%

1.5%

2011/Dec	2011
\$7747.00	\$56810.00
\$95891.00	\$1007104.00
\$8636.00	\$73007.00
\$4831.00	\$50864.00
\$55645.00	\$689637.00
\$267808.00	\$2903189.00
\$71656.00	\$638450.00
\$4574.00	\$14524.00
\$516788.00	\$5433585.00

1.5%

1.0%

To: Sackler, Dr Richard [REDACTED]@pharma.com]
From: Rosen, David (Marketing)
Sent: Tue 2/14/2012 2:03:53 PM
Subject: RE: Copy of Butrans Weekly Report 2-3-12.xlsm

Yes.

From: Sackler, Dr Richard
Sent: Tuesday, February 14, 2012 1:56 PM
To: Rosen, David (Marketing)
Subject: Re: Copy of Butrans Weekly Report 2-3-12.xlsm

Looks flat now, but seems to be moving up from declining.

From: "Rosen, David (Marketing)" [REDACTED]@pharma.com>
Date: Tue, 14 Feb 2012 13:49:59 -0500
To: "Richard S. Sackler" [REDACTED]@pharma.com>
Cc: John Stewart [REDACTED]@pharma.com>, "Gasdia, Russell" <[REDACTED]@pharma.com>, "Innaurato, Mike" [REDACTED]@pharma.com>
Subject: Copy of Butrans Weekly Report 2-3-12.xlsm

Hi, Dr. Richard. As discussed, here are the charts containing the updated data. The charts are now located in the last 6 pages of the spreadsheet. While I do try not to react too much from week to week on these data, I believe trends are pointing more positive. Please let me know if you have any questions.

-David

David Rosen
Director -- Forecasting, Analytics and Market Research
Purdue Pharma L.P.

Redacted

From: Gasdia, Russell
Sent: 2012年2月14日 14:52
To: Sackler, Dr Richard; Sackler, Jonathan; Sackler, Theresa; Sackler, Dr Kathe; Sackler, Dr Raymond R; Sackler, Mortimer D.A.; Boer, Peter; Lewent, Judy; Pickett, Cecil; Baker, Stuart D.; Stewart, John H. (US)
CC: Mallin, William; Mahony, Edward; Dolan, James; [REDACTED] Landau, Dr. Craig; Long, David; Lundie, David; Abrams, Robin; Silbert, Richard W; Strassburger, Philip; Weinstein, Bert
Subject: Butrans Weekly Report for the week ending February 3, 2012
Attachments: Butrans Weekly Report 2-3-12.xlsm

- The most recent weekly data is available for Butrans
- The TRxs increased by 7.1% from 7,567 the previous week to 8,106 for the current week (week ending 2/3/12)
- The table below reflects data from our Butrans Patient Savings Program. You will note that the most recent week represents 3,495 total redemptions. This is a record level.
 - The data for this program is a week ahead of the IMS weekly TRx data. This data can be a leading indicator for TRxs.
 - Period-To-Date, the redemptions account for an average of 39% of TRxs. For example: During the week ending 2/4 there were 3,262 redemptions and 8,106 TRxs. The redemptions were 40% of our TRx total.
 - Looking ahead at the next week of IMS TRx data, if the 37% - 40% redemptions/TRx ratio continues, we should see TRxs in the range of 8,700-9,500 TRxs, which would represent the highest weekly total since launch and four straight week of TRxs growth since and four out of the five weeks since the start of 2012.

Butrans eVoucher & Coupon Weekly Redemptions																
<i>Butrans eVoucher & Coupon Weekly Redemptions</i>	10/30-11/5	11/6-11/12	11/13-11/19	11/20-11/26	11/27-12/3	12/4-12/10	12/11-12/17	12/18-12/24	12/25-12/31	1/1-1/7/12	1/8-1/14/12	1/15-1/21/12	1/22-1/28/12	1/29-2/4/12	2/4/12-2/11/12	PTD Total
eVoucher Redemptions	1,983	1,988	2,021	1,672	2,090	2,044	2,212	2,048	1,625	1,903	2,166	2,035	2,074	2,240	2,381	85,400
\$40 Savings Card Redemptions	950	934	1,070	778	1,011	961	968	948	774	587	708	760	688	595	573	40,286
\$75 Trial Offer Redemptions													188	427	541	1,156
Total Weekly Redemptions	2,933	2,922	3,091	2,450	3,101	3,005	3,180	2,996	2,399	2,490	2,874	2,795	2,950	3,262	3,495	126,842
TOTAL RX's	7,396	7,550	8,216	6,560	7,888	7,940	8,306	7,924	6,399	6,770	7,764	7,396	7,567	8,106		313,613
eVoucher/Savings/Trial Offer % of TOTAL RX's	40%	39%	38%	37%	39%	38%	38%	38%	37%	37%	37%	38%	39%	40%		39%
eVoucher % of TOTAL RX's	27%	26%	25%	25%	26%	26%	27%	26%	25%	28%	28%	28%	27%	28%		26%
Trial Offer/Savings Card % of TOTAL RX's	13%	12%	13%	12%	13%	12%	12%	12%	12%	9%	9%	10%	12%	13%		13%



Weekly Prescriptions and Stocking Report for the Week Ending February 3, 2012

**Please note:*

- *Prescriptions are inclusive of retail, long term care, and mail service channels.*
- *Stocking data is not available for 2012 as Purdue no longer purchases the weekly data .*
- *The store count and patches ordered data reflect all channels of trade.*
- *The store count reflects the number of outlets that ordered products during the given time period.*
- *Wal-Mart, Target and Kroger data are not included in the stocking data.*

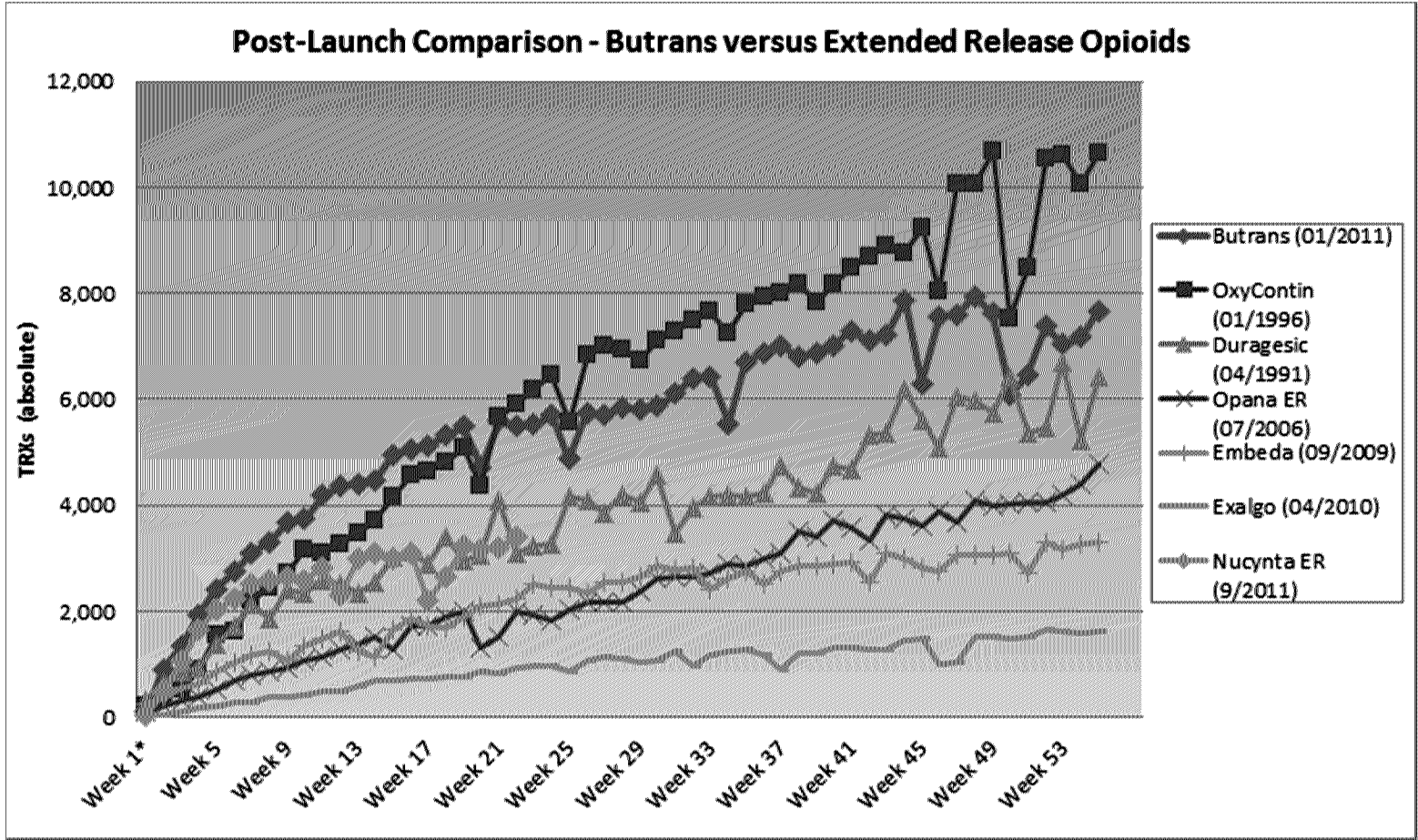
1. **Weekly Rx Snapshot for Week 55 of Butrans Launch**

- **The new Butrans Trial Offer \$0 copay began the week ending January 27.**
- Butrans total prescriptions for the week of February 3, accounted for 8,106 Rxs compared to last week’s prescription count of 7,567.
- Butrans share of ERO Rx segment was 1.59% this week, the same as last week. 1.59% of the ERO market is the highest share since Dec 16, 2011 and the third highest share percent since launch. The highest ERO market share was 1.62% for the week of November 18, 2011.

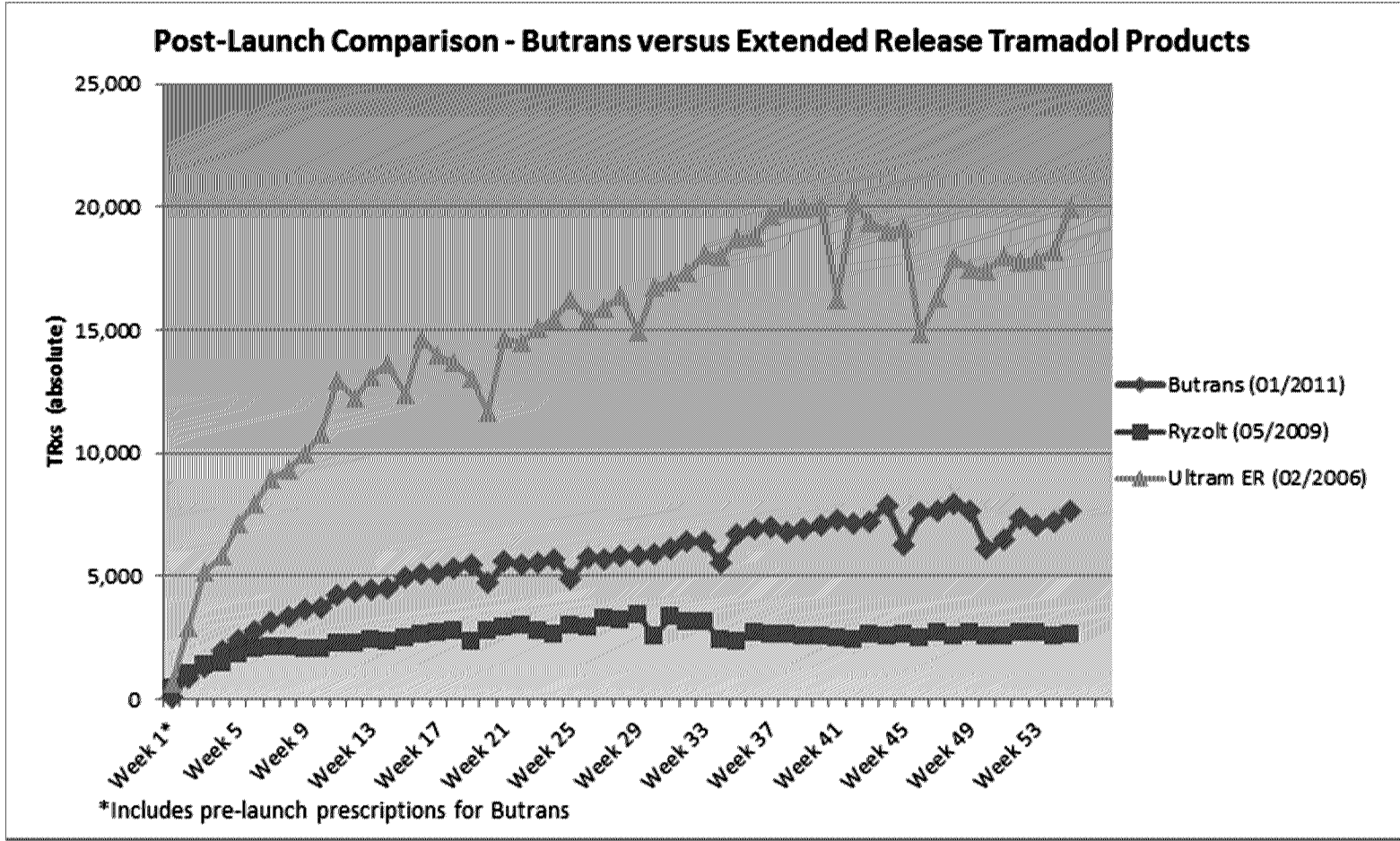
Key Metrics		Actual		
Latest weekly Butrans TRx volume		8,106		
Latest weekly Butrans NRx volume		6,600		
Year to date 2012 TRxs		37,603		
Latest weekly Butrans growth rate		7.1%		
Latest weekly distribution by Butrans dosage strength			TRxs	%
		5mcg	2,326	28.7%
		10mcg	3,663	45.2
		20mcg	2,117	26.1
		Total	8,106	100.0%
Latest weekly growth rate for Extended Release Opioids (EROs)		7.4%		
Latest weekly Butrans share of Extended Release Opioids (EROs)		1.59%		

2. **Launch Comparison (Retail Only)**

- The following is a post launch comparison of Butrans versus other extended release opioids and Butrans versus extended release Tramadol products. At 55 weeks post-launch, Butrans retail Rxs (8,106) continued to outpace all launched EROs with the exception of OxyContin.
- At 22 weeks post-launch, Butrans outpaced all EROs, including recently introduced Nucynta ER which is tracking similarly to Duragesic’s launch.

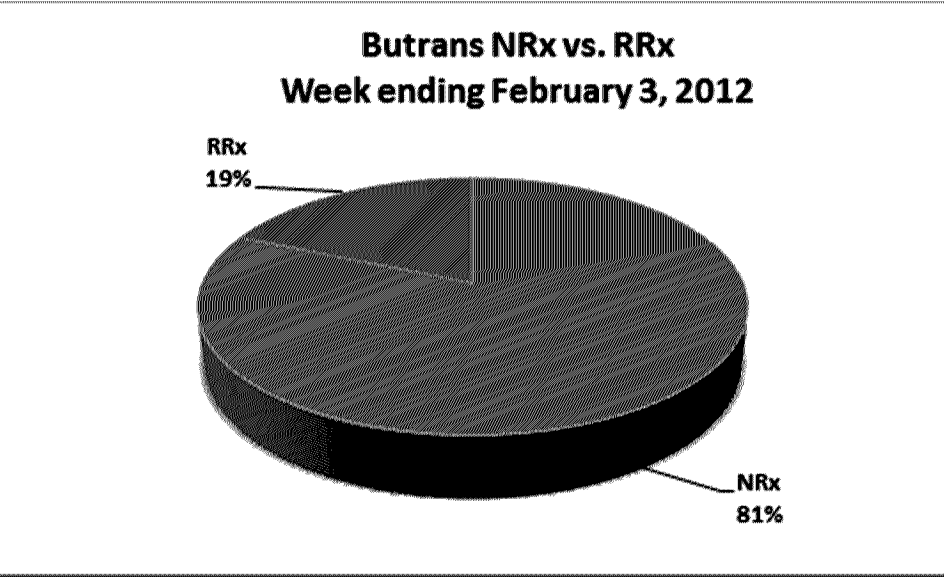
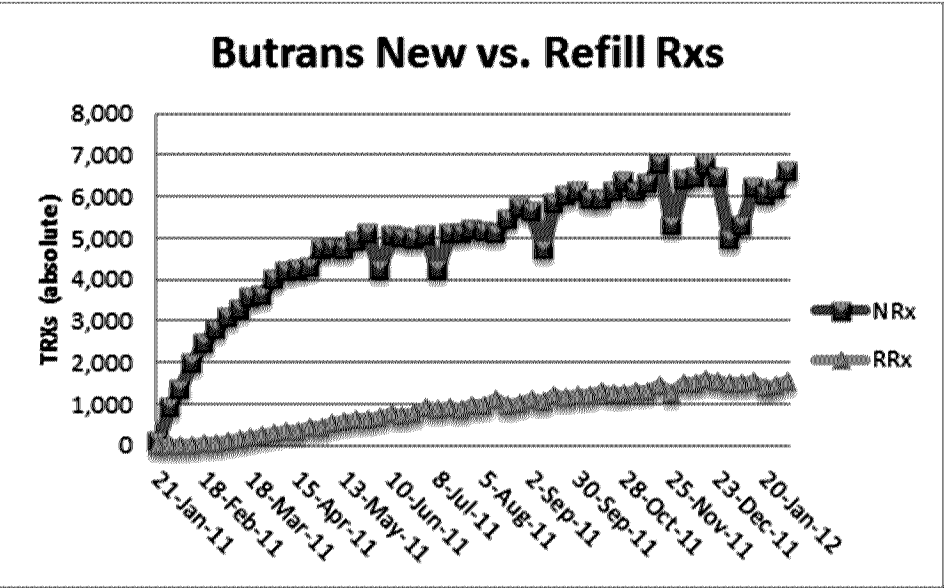


*Includes pre-launch prescriptions



3. New vs. Refill Prescriptions

- Latest weekly new and refill Rxs are shown as follows:

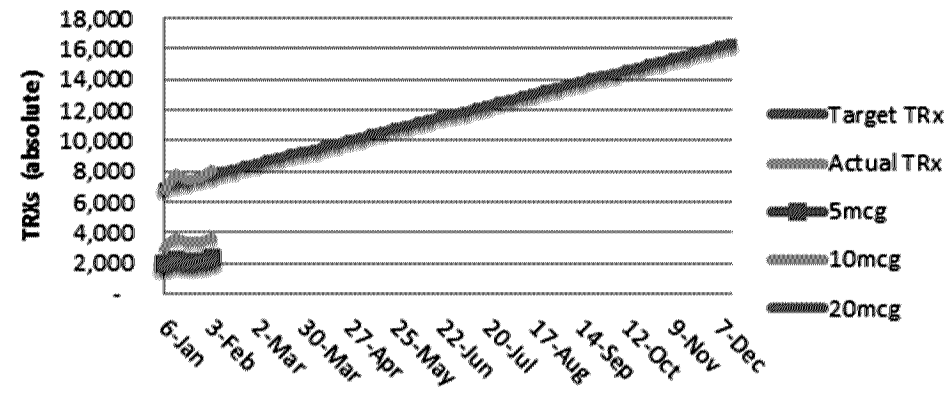


4. Prescriptions by Dosage Strength

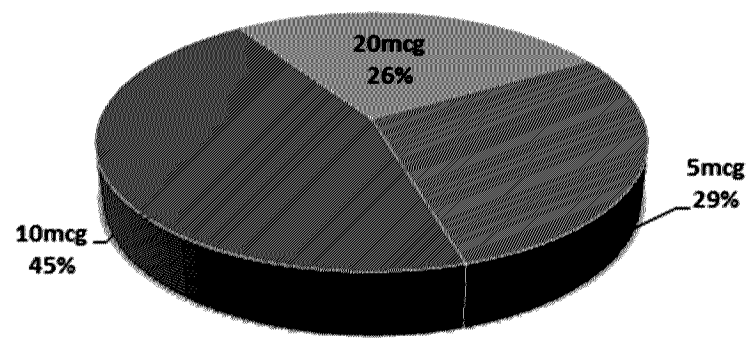
- In order to meet the 2012 prescription target of 604,500 Rxs, Butrans prescriptions must increase at an average of 190.5 Rxs each week, starting with the Rx total for the week ending January 6th (6,770). Butrans Rxs must also achieve a year end distribution of 5mcg/hr at 30%, 10mcg/hr at 45% and 20mcg/hr at 25% in order to meet demand forecast of \$132mm. Progress against the Rx target is shown in the following figures:

	Week Prior	Last Week	Current Week	YTD	Goal
5mcg	28.2%	28.0%	28.7%	28.1%	30.0%
10mcg	45.4%	45.5%	45.2%	45.6%	45.0%
20mcg	26.3%	26.6%	26.1%	26.3%	25.0%

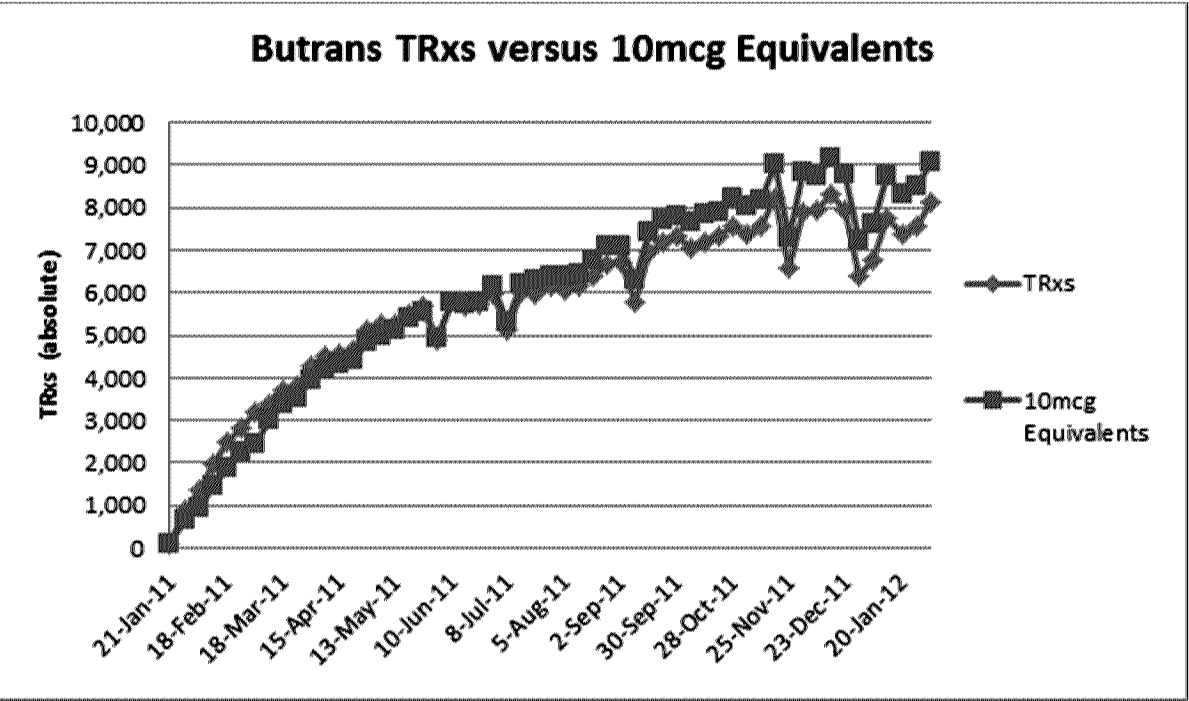
Butrans Total Prescriptions by Dosage Strength



**Butrans Rx's by Dosage Strength
Week ending February 3, 2012**

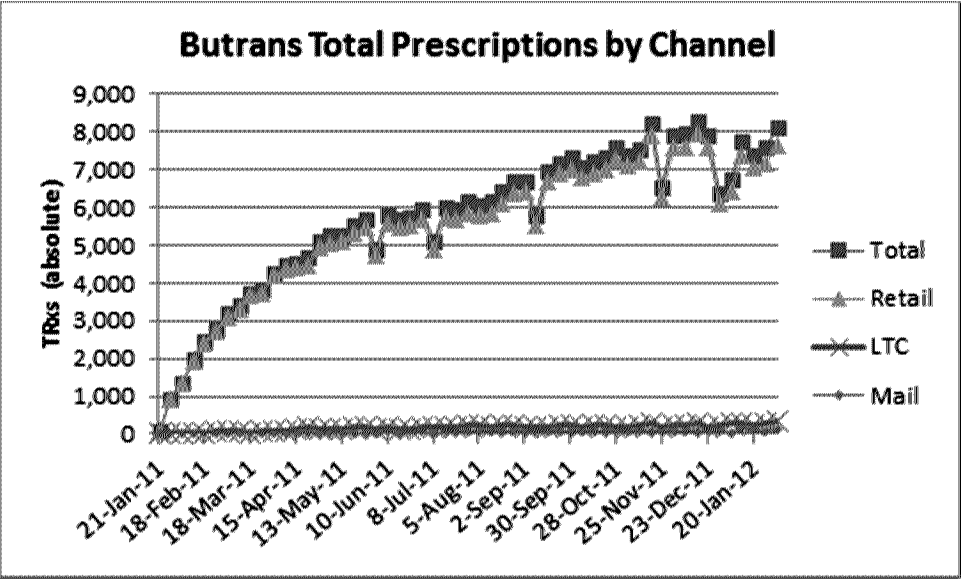


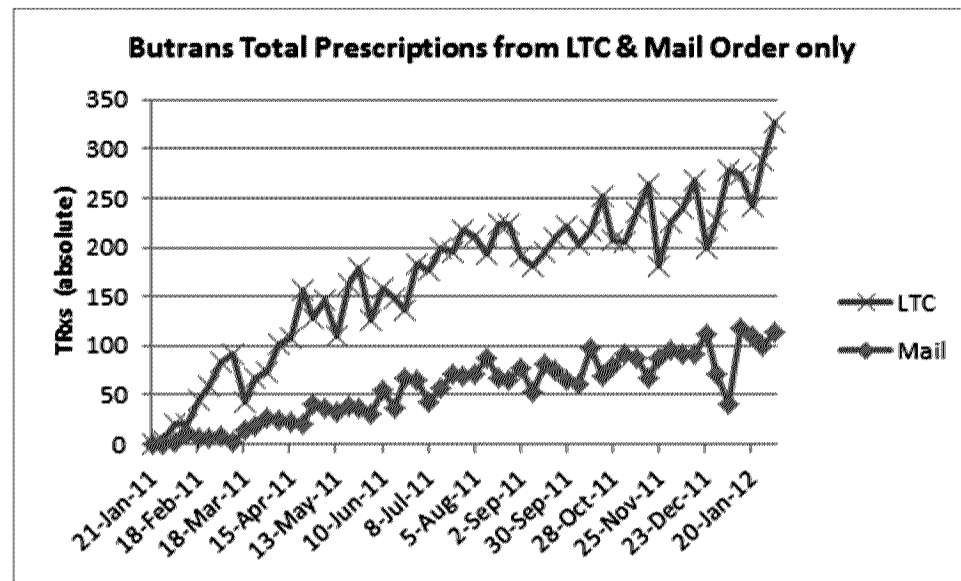
- 10mcg equivalents Rx's:



5. Prescriptions by Channel

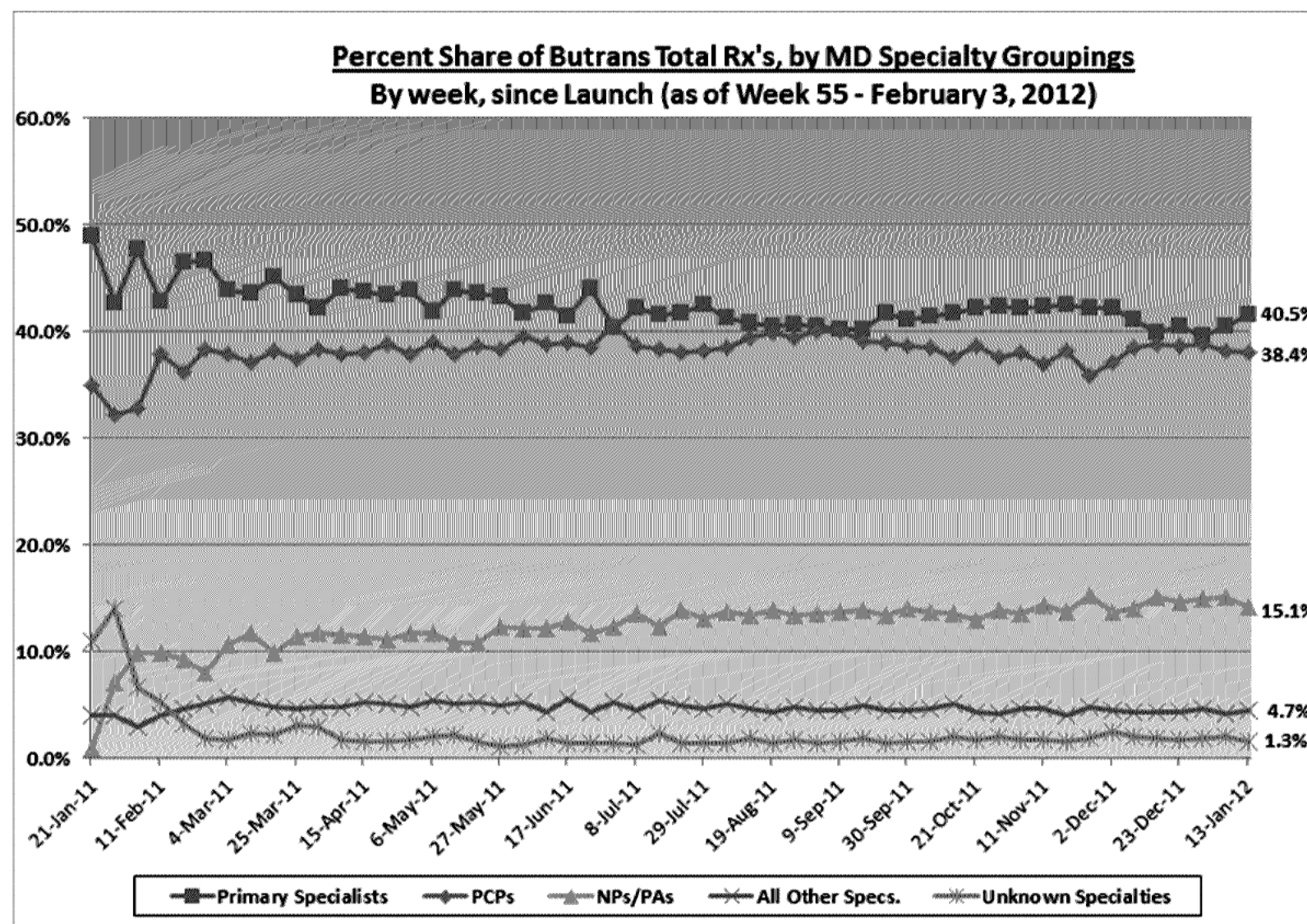
- Retail pharmacy scripts continue to dominate Butrans total Rx's by channel, accounting for 95%, followed by 4% in LTC and 1% from Mail order.





6. Prescriptions by Specialty

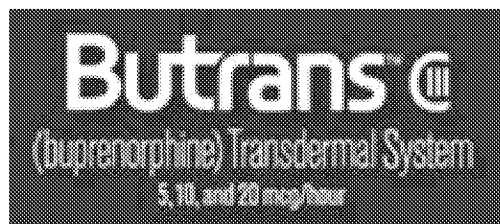
- By specialty group, Primary Specialists continue to garner largest share of Butrans Rx's, accounting for 40.5% this week, followed by PCPs with 38.4%, and NP/PAs with 15.1%.
- Anesthesiology/pain medicine (19.7%), FP/GP (14.8%), Physical Medicine (12.1%) and Osteopathic Medicine (13.1%), were leading individual specialties this week.



7. Stocking Overview

- *Stocking data is not available for 2012 as Purdue no longer purchases the weekly data .*

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		Butrans New, Refill and Total Prescriptions by Strength													
		Total			5mcg			10mcg			20mcg			Total	
<u>Week #</u>	<u>Week Ending</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	5,305	1,255	6,560	1,626	305	1,931	2,363	573	2,936	1,316	377	1,693	80.9%	19.1%
Week 46	2-Dec-11	6,390	1,498	7,888	1,909	336	2,245	2,860	718	3,578	1,621	444	2,065	81.0%	19.0%
Week 47	9-Dec-11	6,461	1,479	7,940	1,933	360	2,293	3,031	677	3,708	1,497	442	1,939	81.4%	18.6%
Week 48	16-Dec-11	6,712	1,594	8,306	2,009	477	2,486	3,070	659	3,729	1,633	458	2,091	80.8%	19.2%
Week 49	23-Dec-11	6,419	1,505	7,924	1,967	382	2,349	2,875	671	3,546	1,577	452	2,029	81.0%	19.0%



		Distribution of Butrans Prescriptions by Strength									Distribution of Butrans Ne					
		5mcg				10mcg			20mcg			Total			5mcg	
<u>Week #</u>	<u>Week Ending</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	100.0%	24.8%	4.6%	29.4%	36.0%	8.7%	44.8%	20.1%	5.7%	25.8%	80.9%	19.1%	100.0%	84.2%	15.8%
Week 46	2-Dec-11	100.0%	24.2%	4.3%	28.5%	36.3%	9.1%	45.4%	20.6%	5.6%	26.2%	81.0%	19.0%	100.0%	85.0%	15.0%
Week 47	9-Dec-11	100.0%	24.3%	4.5%	28.9%	38.2%	8.5%	46.7%	18.9%	5.6%	24.4%	81.4%	18.6%	100.0%	84.3%	15.7%
Week 48	16-Dec-11	100.0%	24.2%	5.7%	29.9%	37.0%	7.9%	44.9%	19.7%	5.5%	25.2%	80.8%	19.2%	100.0%	80.8%	19.2%
Week 49	23-Dec-11	100.0%	24.8%	4.8%	29.6%	36.3%	8.5%	44.8%	19.9%	5.7%	25.6%	81.0%	19.0%	100.0%	83.7%	16.3%



		w, Refill and Total Prescriptions by Strength							Weekly Growth in Butrans New, Refill and Total Presc							
Week #	Week Ending	10mcg			20mcg			Total			5mcg			10mcg		
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 45	25-Nov-11	100.0%	80.5%	19.5%	100.0%	77.7%	22.3%	100.0%	-21.8%	-12.2%	-20.2%	-21.4%	-18.9%	-21.1%	-24.0%	-9.0%
Week 46	2-Dec-11	100.0%	79.9%	20.1%	100.0%	78.5%	21.5%	100.0%	20.5%	19.4%	20.2%	17.4%	10.2%	16.3%	21.0%	25.3%
Week 47	9-Dec-11	100.0%	81.7%	18.3%	100.0%	77.2%	22.8%	100.0%	1.1%	-1.3%	0.7%	1.3%	7.1%	2.1%	6.0%	-5.7%
Week 48	16-Dec-11	100.0%	82.3%	17.7%	100.0%	78.1%	21.9%	100.0%	3.9%	7.8%	4.6%	3.9%	32.5%	8.4%	1.3%	-2.7%
Week 49	23-Dec-11	100.0%	81.1%	18.9%	100.0%	77.7%	22.3%	100.0%	-4.4%	-5.6%	-4.6%	-2.1%	-19.9%	-5.5%	-6.4%	1.8%



Prescriptions by Strength

<u>Week #</u>	<u>Week Ending</u>	20mcg			
		<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 45	25-Nov-11	-21.5%	-18.1%	-11.1%	-16.6%
Week 46	2-Dec-11	21.9%	23.2%	17.8%	22.0%
Week 47	9-Dec-11	3.6%	-7.6%	-0.5%	-6.1%
Week 48	16-Dec-11	0.6%	9.1%	3.6%	7.8%
Week 49	23-Dec-11	-4.9%	-3.4%	-1.3%	-3.0%



[Butrans 10mcg Equivalents](#)
[Distribution of 10mcg Equivalents](#)
[Weekly Growth in 10mcg Equivalents](#)

<u>Week #</u>	<u>Week Ending</u>	Butrans 10mcg Equivalents				Distribution of Butrans 10mcg Equiv		
		Total TRx	5mcg TRx	10mcg TRx	20mcg TRx	Total TRx	5mcg TRx	10mcg TRx
Week 44	18-Nov-11	9,023	1,223	3,740	4,060	100.0%	13.6%	41.4%
Week 45	25-Nov-11	7,288	966	2,936	3,386	100.0%	13.2%	40.3%



		Valents
<u>Week #</u>	<u>Week Ending</u>	<u>20mcg</u> <u>TRx</u>
Week 44	18-Nov-11	45.0%
Week 45	25-Nov-11	46.5%



[TRxs by Channel](#)

[Distribution of Rx's by Channel](#)

[Weekly Growth in Butrans TRxs by Channel](#)

		Butrans TRxs (absolute) by Channel			
		Total	Retail	LTC	Mail
<u>Week #</u>	<u>Week Ending</u>				
Week 44	18-Nov-11	8,216	7,884	264	68
Week 45	25-Nov-11	6,560	6,293	180	87
Week 46	2-Dec-11	7,888	7,567	226	95
Week 47	9-Dec-11	7,940	7,609	239	92
Week 48	16-Dec-11	8,306	7,947	268	91
Week 49	23-Dec-11	7,924	7,613	199	112
Week 50	30-Dec-11	6,399	6,099	228	72
Week 51	6-Jan-12	6,770	6,450	279	41
Week 52	13-Jan-12	7,764	7,372	274	118
Week 53	20-Jan-12	7,396	7,044	242	110
Week 54	27-Jan-12	7,567	7,178	289	100
Week 55	3-Feb-12	8,106	7,665	328	113
TOTAL	2011	276,395	265,903	7,908	2,584

Distribution of Butrans TRxs by Channel			
Total	Retail	LTC	Mail
100.0%	96.0%	3.2%	0.8%
100.0%	95.9%	2.7%	1.3%
100.0%	95.9%	2.9%	1.2%
100.0%	95.8%	3.0%	1.2%
100.0%	95.7%	3.2%	1.1%
100.0%	96.1%	2.5%	1.4%
100.0%	95.3%	3.6%	1.1%
100.0%	95.3%	4.1%	0.6%
100.0%	95.0%	3.5%	1.5%
100.0%	95.2%	3.3%	1.5%
100.0%	94.9%	3.8%	1.3%
100.0%	94.6%	4.0%	1.4%
100.0%	96.2%	2.9%	0.9%

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Week #	<u>Week 53</u>	<u>Week 54</u>	<u>Week 55</u>	<u>TOTAL</u>
Week Ending	<i>20-Jan-12</i>	<i>27-Jan-12</i>	<i>3-Feb-12</i>	<i>2011</i>

Week #	<u>Week 53</u>	<u>Week 54</u>	<u>Week 54</u>	<u>TOTAL</u>
Week Ending	<i>20-Jan-12</i>	<i>27-Jan-12</i>	<i>3-Feb-12</i>	<i>2011</i>

Primary Care	38.1%	39.6%	38.4%	38.4%
IM	10.2%	11.2%	10.5%	9.8%
FP/GP	14.0%	15.3%	14.8%	15.1%
Osteopathic Medicine	13.9%	13.1%	13.1%	13.5%
NPs / PAs	15.4%	14.8%	15.1%	13.0%
Nurse Practitioners	7.1%	7.1%	7.0%	6.3%
Physician Assistants	8.3%	7.7%	8.1%	6.7%
Primary Specialists*	40.8%	39.7%	40.5%	42.0%
Anesthesiology/Pain	20.6%	19.7%	19.7%	20.4%
Phys. Med. & Rehab	12.3%	12.1%	12.1%	12.7%
Neurology	3.3%	2.9%	3.2%	3.6%
Rheumatology	2.1%	2.8%	2.8%	2.9%
Orthopedic Surgery	2.5%	2.2%	2.6%	2.4%
All Other Specialties	4.5%	4.7%	4.7%	4.7%
All Other Specialties	4.5%	4.7%	4.7%	4.7%
Unspecified/Other	1.2%	1.2%	1.3%	1.9%
Total Butrans Prescriptions	100.0%	100.0%	100.0%	100.0%

	Week Forty-Eight as of 12/16				Week Forty-Nine of 12/23			
	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>
<u>PCP's</u>	<u>956</u>	<u>1,424</u>	<u>838</u>	<u>3,218</u>	<u>873</u>	<u>1,364</u>	<u>821</u>	<u>3,058</u>
FP/GP	364	538	330	1,232	346	520	339	1,205
Osteopathic Physicians	307	520	289	1,116	265	486	297	1,048
Internal Medicine	285	366	219	870	262	358	185	805
<u>NP's/PA's</u>	<u>364</u>	<u>549</u>	<u>339</u>	<u>1,252</u>	<u>339</u>	<u>511</u>	<u>316</u>	<u>1,166</u>
Physician Assistant	169	309	188	666	177	243	167	587
Nurse Practitioner	195	240	151	586	162	268	149	579
<u>Primary Specialists</u>	<u>992</u>	<u>1,554</u>	<u>768</u>	<u>3,314</u>	<u>985</u>	<u>1,450</u>	<u>774</u>	<u>3,209</u>
Anesthesiology/Pain	476	765	371	1,612	467	718	372	1,557
Physical Medicine	311	492	214	1,017	312	452	221	985
Neurology	73	112	72	257	58	95	86	239
Rheumatology	63	116	47	226	85	90	53	228
Orthopedic Surgeons	69	69	64	202	63	95	42	200
<u>All Other Specialties</u>	<u>128</u>	<u>154</u>	<u>78</u>	<u>360</u>	<u>107</u>	<u>165</u>	<u>77</u>	<u>349</u>
<u>Unknown/Other Specialty</u>	<u>46</u>	<u>48</u>	<u>68</u>	<u>162</u>	<u>45</u>	<u>56</u>	<u>41</u>	<u>142</u>
Grand Total	2,486	3,729	2,091	8,306	2,349	3,546	2,029	7,924

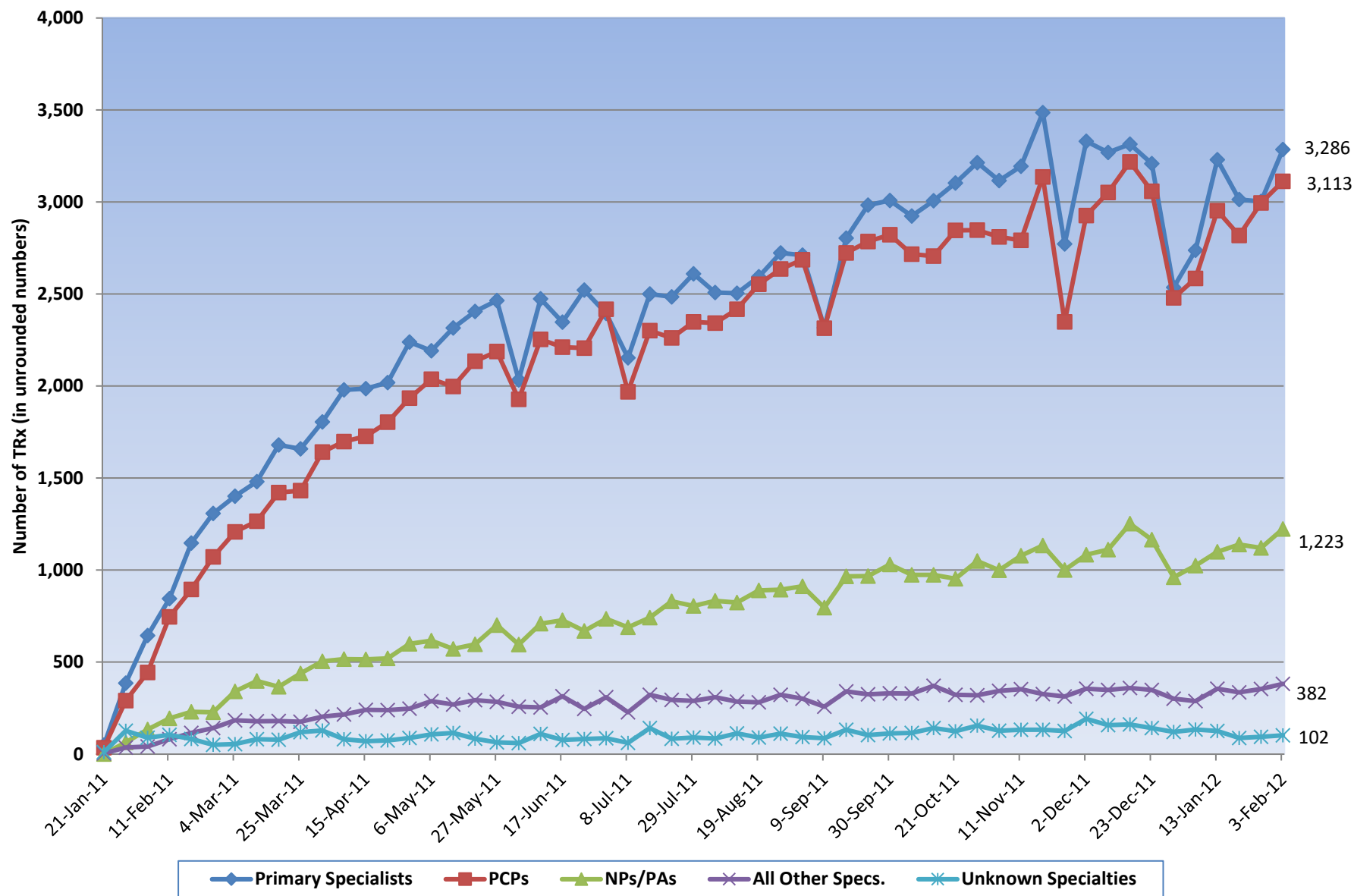
<u>Week #</u>	<u>Week Ending</u>	Number of Total Rx's (in absolute numbers)			
		<u>Anesth-Pain</u>	<u>FP/GP's</u>	<u>DO's</u>	<u>PMRs</u>
Week 45	25-Nov-11	20.4%	13.8%	12.2%	13.0%
Week 46	2-Dec-11	20.7%	14.4%	12.7%	12.7%

<u>Week #</u>	<u>Week Ending</u>	<u>IM's</u>	<u>PAs</u>	<u>NPs</u>	<u>All others</u>
Week 45	25-Nov-11	9.8%	7.7%	7.5%	13.6%
Week 46	2-Dec-11	10.0%	7.0%	6.7%	13.3%

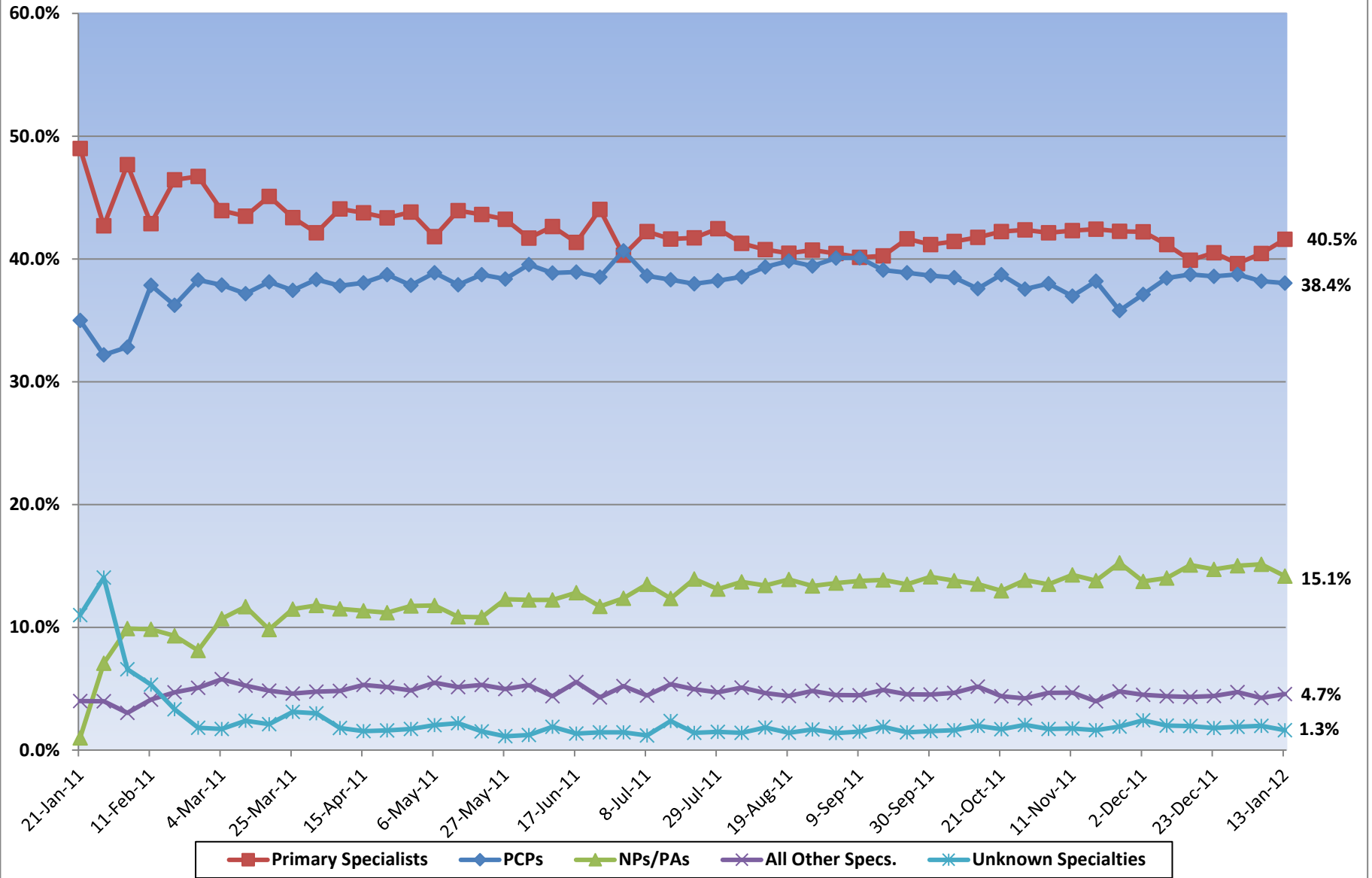
<u>Week #</u>	<u>Week Ending</u>	<u>Unknown Specialties</u>	<u>Grand Total</u>	<u>Neurology</u>	<u>Rheumatology</u>
Week 45	25-Nov-11	1.9%	100.0%	3.4%	2.8%
Week 46	2-Dec-11	2.4%	100.0%	3.5%	2.8%

<u>Week #</u>	<u>Week Ending</u>	<u>Orth. Surgeons</u>
Week 45	25-Nov-11	2.7%
Week 46	2-Dec-11	2.6%

Number of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 55 - February 3, 2012)

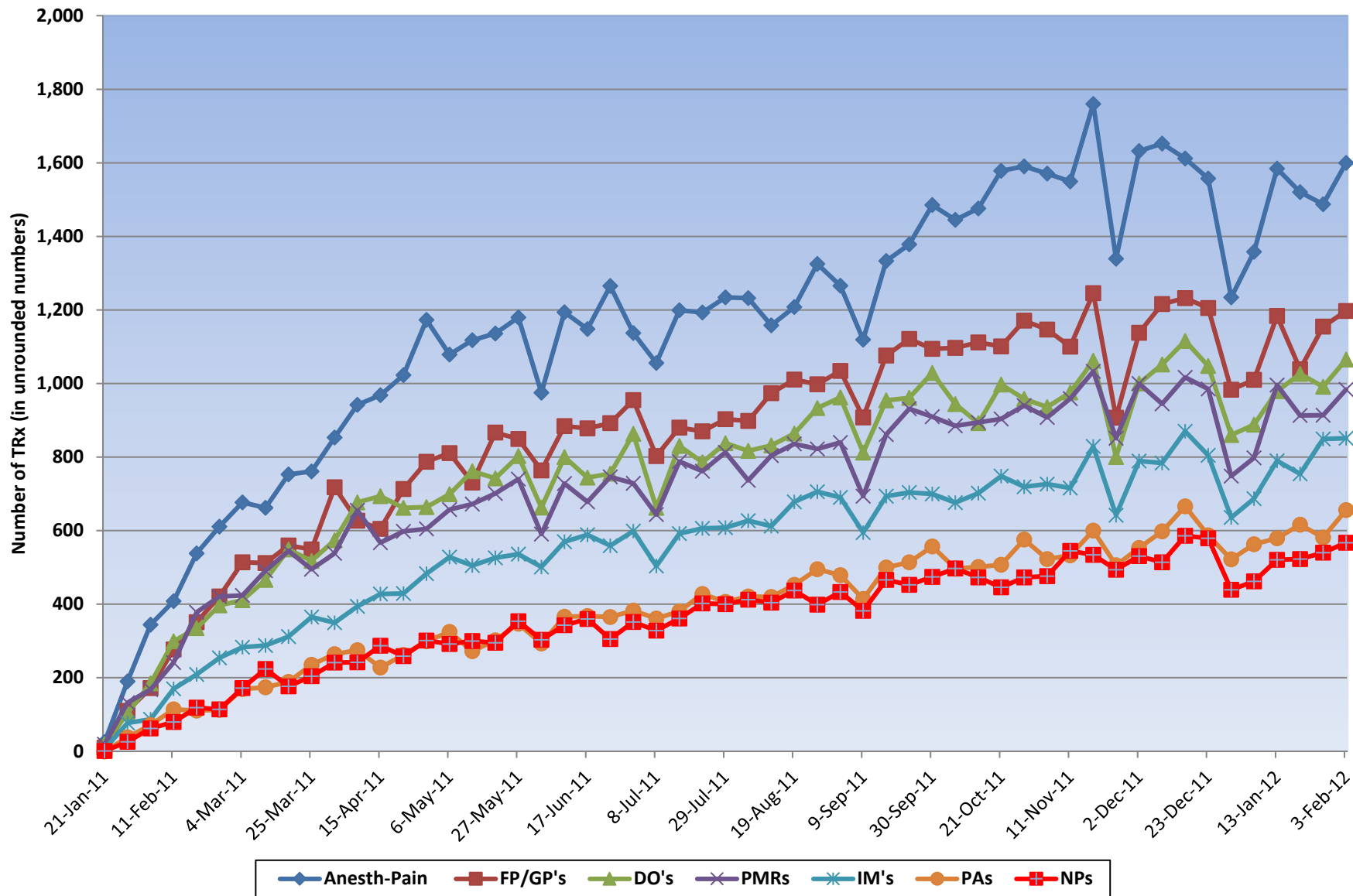


Percent Share of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 55 - February 3, 2012)



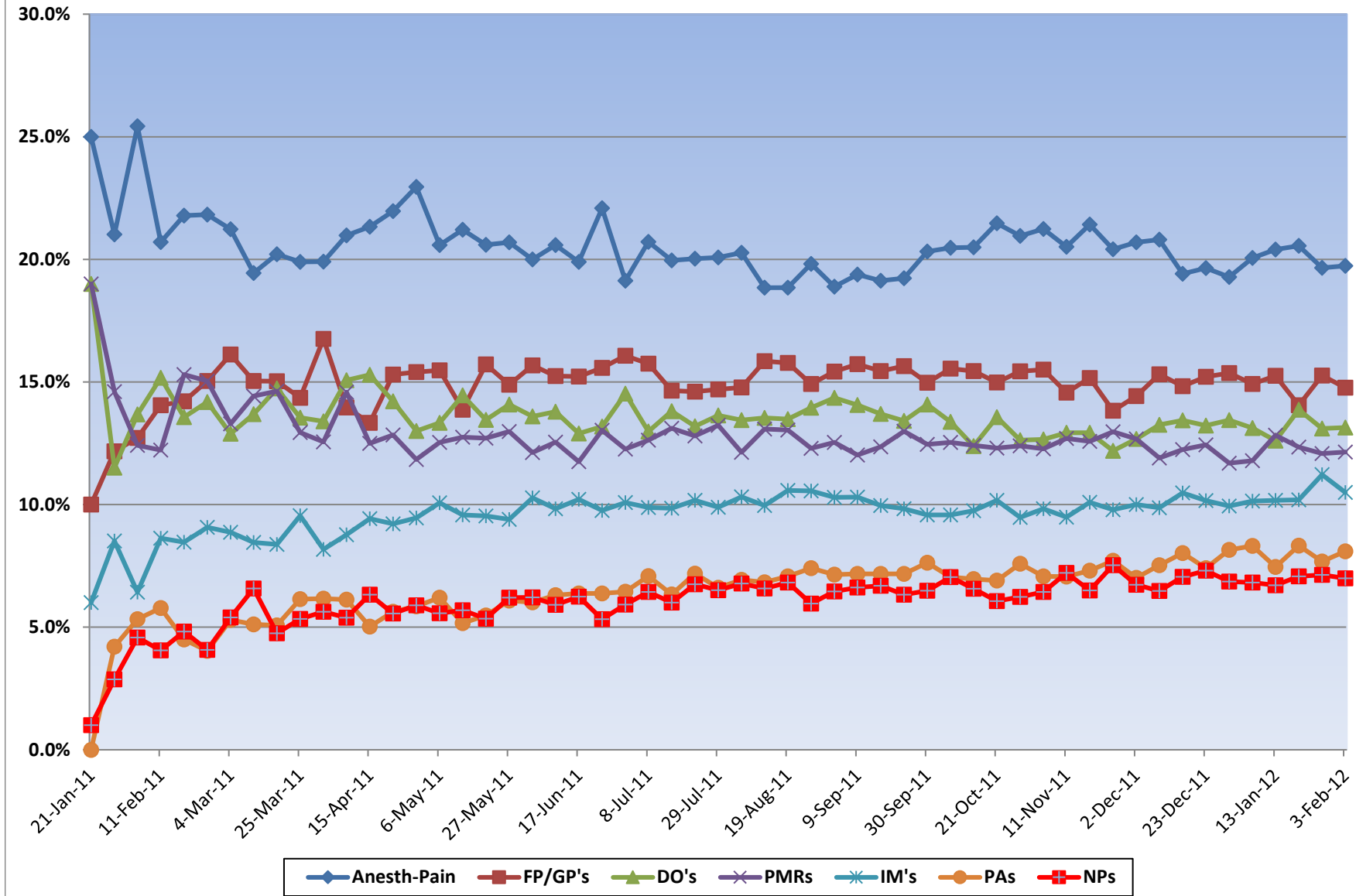
Number of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 55 - February 3, 2012)



Percent Share of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 55 - February 3, 2012)





[Extended Release Opioid Market - TRxs](#)
[Rx Share of Extended Release Opioid Market](#)
[Weekly Growth in Extended Release Opioid Market](#)

All channels of trade, combined

			Extended Release Opioid Market - Total Prescri					
<u>Week #</u>	<u>Week Ending</u>		<u>Butrans</u>	<u>Oxycodone ER</u>	<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>
Week 44	18-Nov-11	8,216	8,216	122,841	129,136	132,213	83,074	27,755
Week 45	25-Nov-11	6,560	6,560	108,349	114,425	114,875	73,415	24,061



		ptions						
<u>Week #</u>	<u>Week Ending</u>		<u>Exalgo</u>	<u>Nucynta ER</u>	<u>Total EROs</u>		<u>Butrans</u>	<u>Oxycodone ER</u>
Week 44	18-Nov-11	8,216	2,399	2,875	508,509	1.62%	1.62%	24.2%
Week 45	25-Nov-11	6,560	1,989	2,401	446,075	1.47%	1.47%	24.3%



			Share of Extended Release Opioid Market					
<u>Week #</u>	<u>Week Ending</u>		<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>	<u>Exalgo</u>	<u>Nucynta ER</u>
Week 44	18-Nov-11	8,216	25.4%	26.0%	16.3%	5.5%	0.5%	0.57%
Week 45	25-Nov-11	6,560	25.7%	25.8%	16.5%	5.4%	0.4%	0.54%



[Share of the Butrans Market TRXs](#)
[Weekly Growth in the Butrans Market](#)

All channels of trade, combined

		Butrans Market - Total Prescriptions					
<u>Week #</u>	<u>Week Ending</u>	<u>Butrans</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>	<u>Butrans</u>
Week 44	18-Nov-11	8,216	508,509	4,187,029	733,745	5,429,283	0.151%
Week 45	25-Nov-11	6,560	446,075	3,554,527	620,380	4,620,982	0.142%



		Share of the Butrans Market Prescriptions			
<u>Week #</u>	<u>Week Ending</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>
Week 44	18-Nov-11	9.4%	77.1%	13.5%	100.0%
Week 45	25-Nov-11	9.7%	76.9%	13.4%	100.0%

	Comparison of Butrans TRXs at		
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>
Week 1*	100	208	307
Week 2	900	347	651
Week 3	1,332	534	867
Week 4	1,940	904	933
Week 5	2,421	1,555	1,368
Week 6	2,737	1,633	1,739
Week 7	3,097	2,217	2,125
Week 8	3,312	2,447	1,843

	Comparison of Butrans TRXs at Launch versus Other			
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>
Week 1*	100	208	307	100
Week 2	900	347	651	218
Week 3	1,332	534	867	297
Week 4	1,940	904	933	370
Week 5	2,421	1,555	1,368	533
Week 6	2,737	1,633	1,739	678
Week 7	3,097	2,217	2,125	778
Week 8	3,312	2,447	1,843	855

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
Week 1*	100	208	307	100	404
Week 2	900	347	651	218	1,012
Week 3	1,332	534	867	297	1,407
Week 4	1,940	904	933	370	1,427
Week 5	2,421	1,555	1,368	533	1,851
Week 6	2,737	1,633	1,739	678	2,058
Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
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	Comparison of Butrans TRXs at Launch versus Other Extended Release				
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Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

Butrans Overview	16-Dec-11	23-Dec-11	30-Dec-11
Total Prescriptions	8,306	7,924	6,399
Total Unique Store Count	5,181	5,381	4,061
Total Patches Ordered	31,092	32,864	23,864

Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	2,486	2,349	1,751
10mcg	3,729	3,546	2,936
20mcg	2,091	2,029	1,712
Total	8,306	7,924	6,399

% of Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	29.9%	29.6%	27.4%
10mcg	44.9%	44.8%	45.9%
20mcg	25.2%	25.6%	26.8%
Total	100.0%	100.0%	100.0%

Butrans Unique Store Count	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	1,682	1,758	1,260
10mcg	2,547	2,676	1,924
20mcg	1,498	1,542	1,249
Total	5,181	5,381	4,061

Butrans Unique Store Count %*	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	32.5%	32.7%	31.0%
10mcg	49.2%	49.7%	47.4%
20mcg	28.9%	28.7%	30.8%

* Percent is based on the total number of unique outlets that ordered Butrans

Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	8,816	9,500	6,972
10mcg	14,292	15,168	10,332
20mcg	7,984	8,196	6,560
Total	31,092	32,864	23,864

% of Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	28.4%	28.9%	29.2%
10mcg	46.0%	46.2%	43.3%
20mcg	25.7%	24.9%	27.5%
Total	100.0%	100.0%	100.0%

Butrans®	1 Week Growth	4 Week Growth	8 Week Growth
Total Prescriptions	-19.2%	1.2%	4.7%
Total Unique Store Count	-24.5%	1.2%	2.7%
Total Patches Ordered	-27.4%	0.4%	3.8%

Total Prescriptions

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-25.5%	-0.4%	-2.2%
10mcg	-17.2%	1.3%	5.4%
20mcg	-15.6%	2.9%	12.8%

Total Store Count

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-28.3%	-3.2%	-3.0%
10mcg	-28.1%	2.1%	3.8%
20mcg	-19.0%	-0.4%	8.7%

Total Patches Ordered

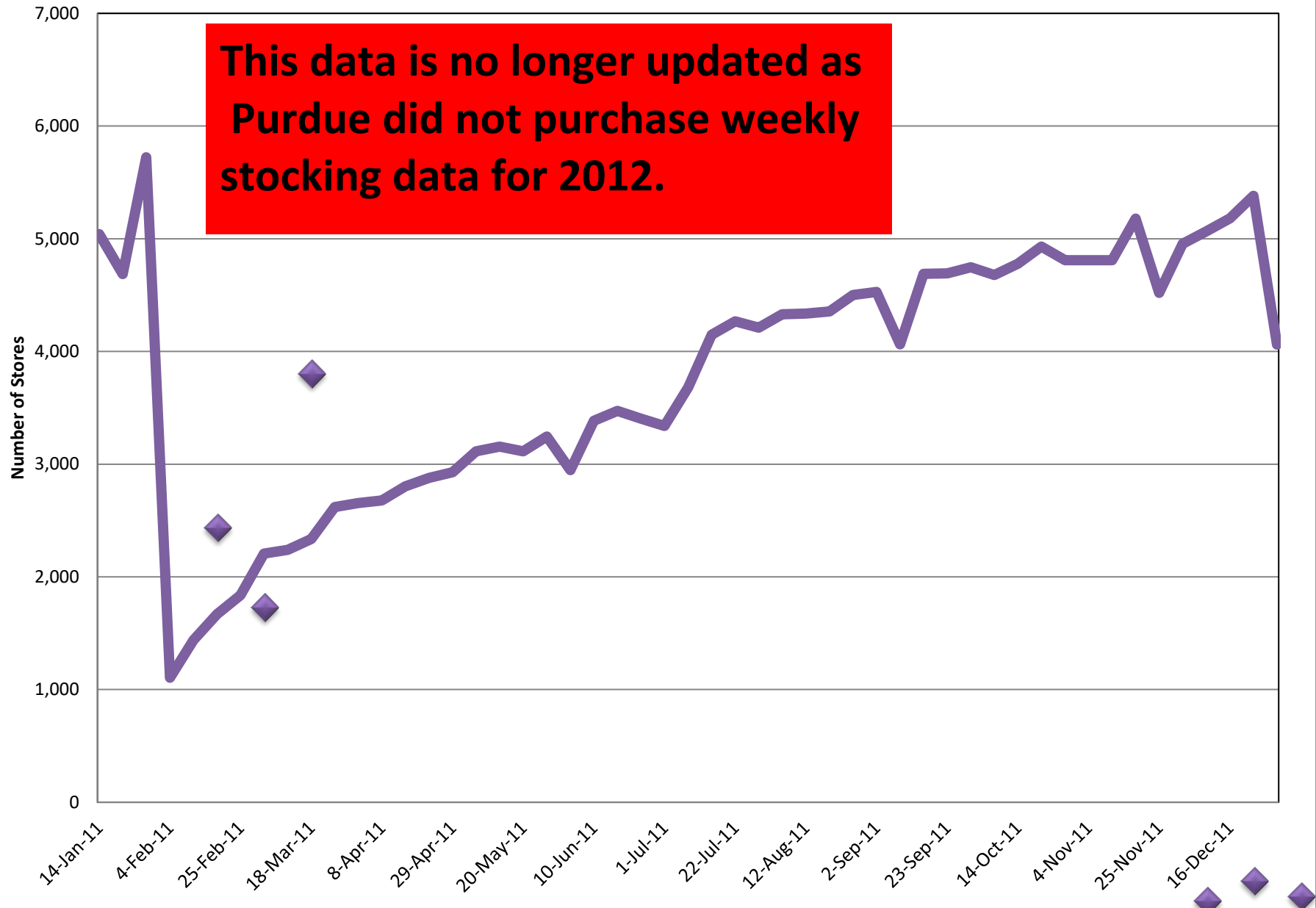
Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-26.6%	-4.9%	-2.0%
10mcg	-31.9%	3.8%	5.9%
20mcg	-20.0%	0.9%	7.3%

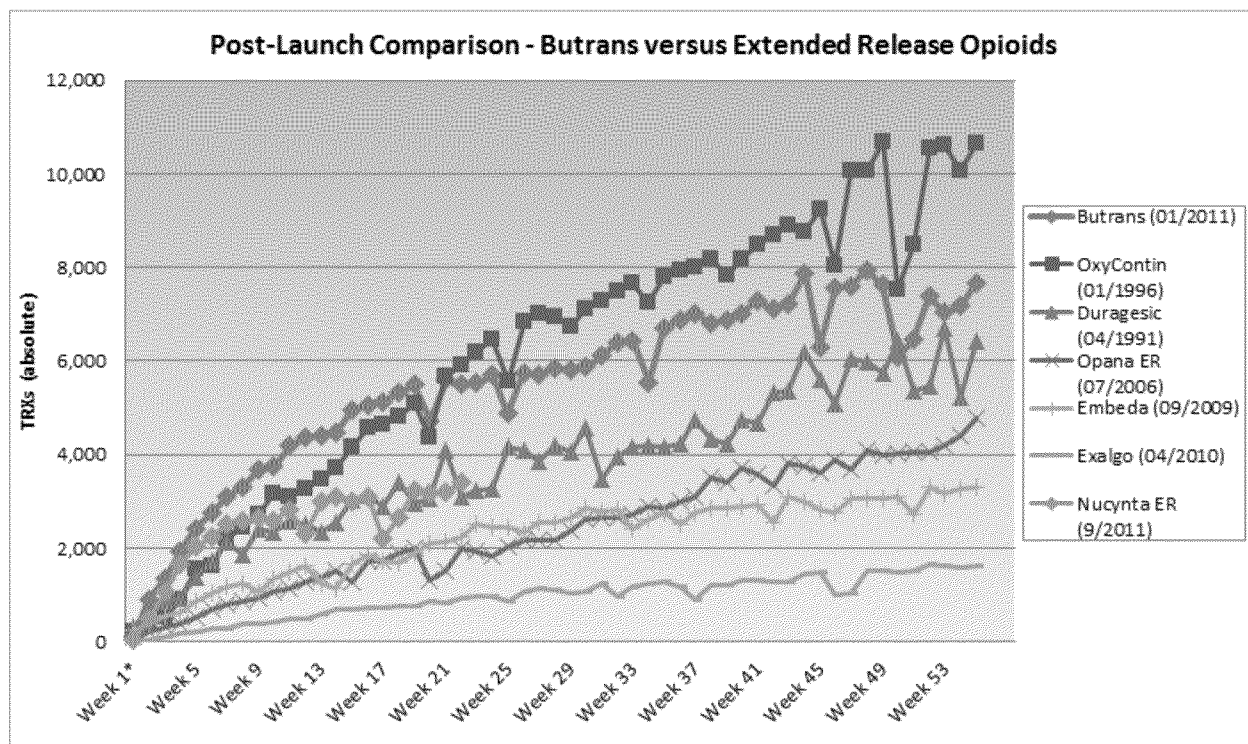
<u>Week Ending</u>	TOTAL PRESCRIPTIONS				TOTAL STORE	
	5mcg	10mcg	20mcg	TOTAL	5mcg	10mcg
December 2, 2011	2,245	3,578	2,065	7,888	1,592	2,354
December 9, 2011	2,293	3,708	1,939	7,940	1,651	2,537
December 16, 2011	2,486	3,729	2,091	8,306	1,682	2,547

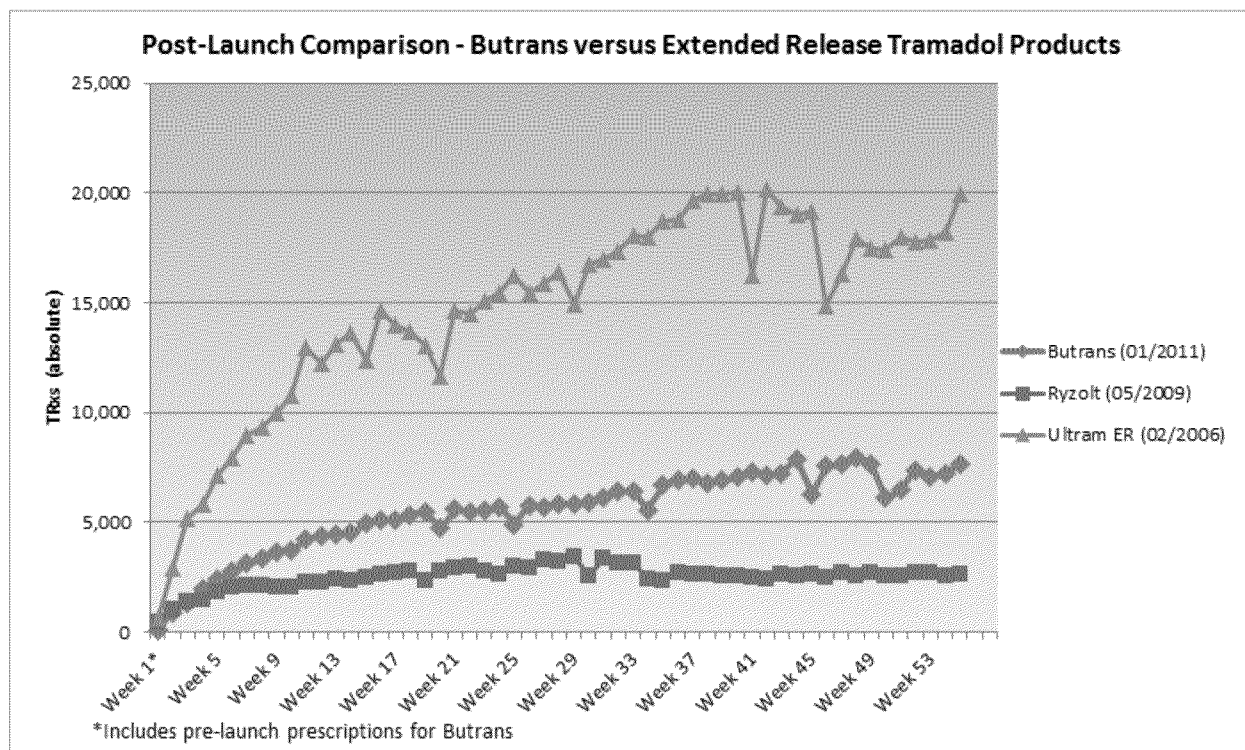
<u>Week Ending</u>	COUNTS		TOTAL PACKAGES (OF 4) ORDERED				
	20mcg	TOTAL	5mcg	10mcg	20mcg	TOTAL	5mcg
December 2, 2011	1,559	4,955	2,151	3,256	2,058	7,465	8,604
December 9, 2011	1,431	5,066	2,177	3,690	1,955	7,822	8,708
December 16, 2011	1,498	5,181	2,204	3,573	1,996	7,773	8,816

<u>Week Ending</u>	TOTAL PATCHES ORDERED		
	10mcg	20mcg	TOTAL
December 2, 2011	13,024	8,232	29,860
December 9, 2011	14,760	7,820	31,288
December 16, 2011	14,292	7,984	31,092

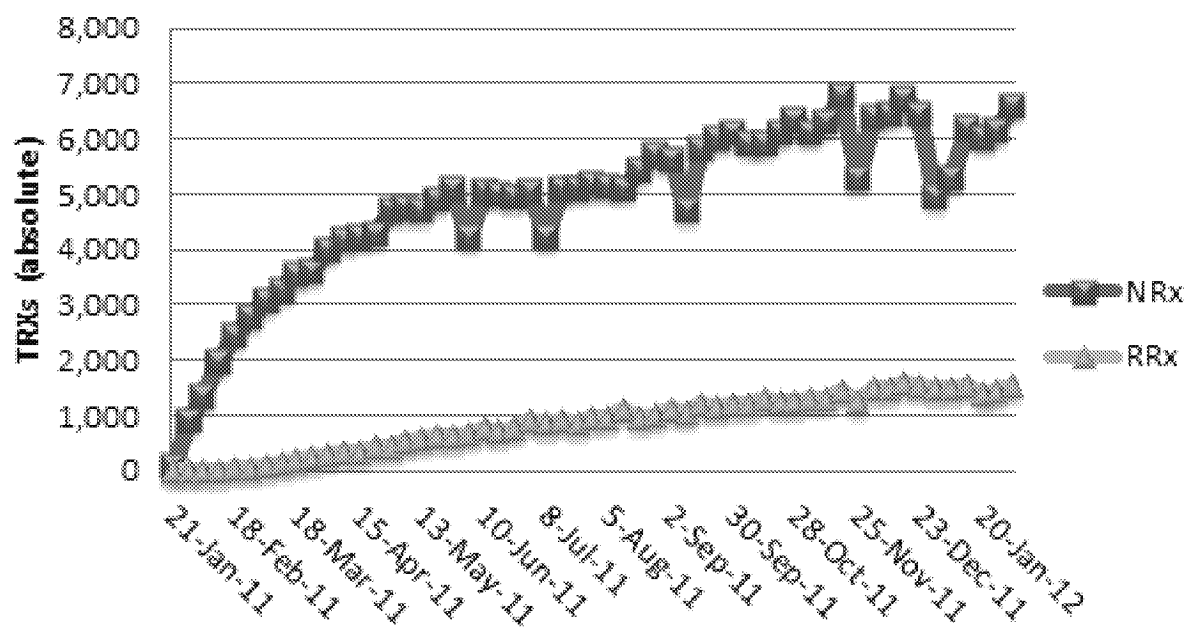
Number of Unique Stores Stocking Butrans



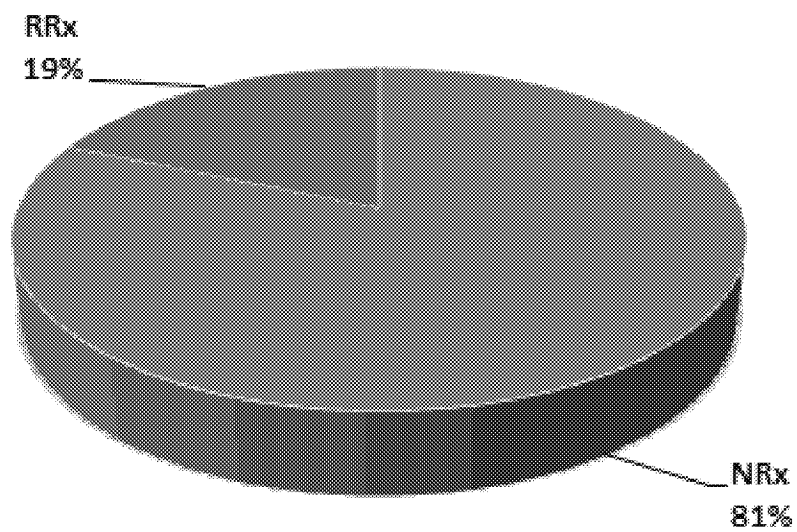




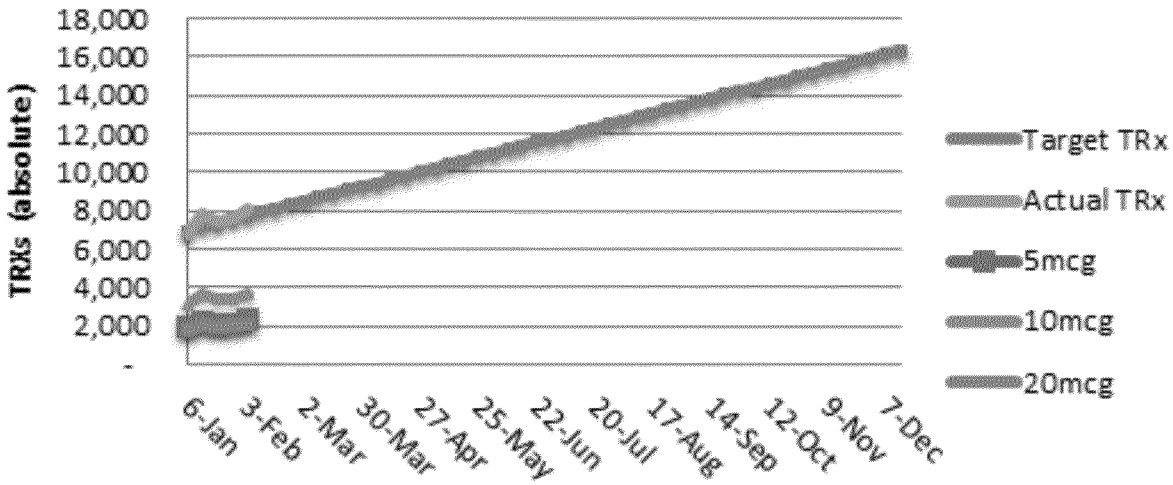
Butrans New vs. Refill Rxs



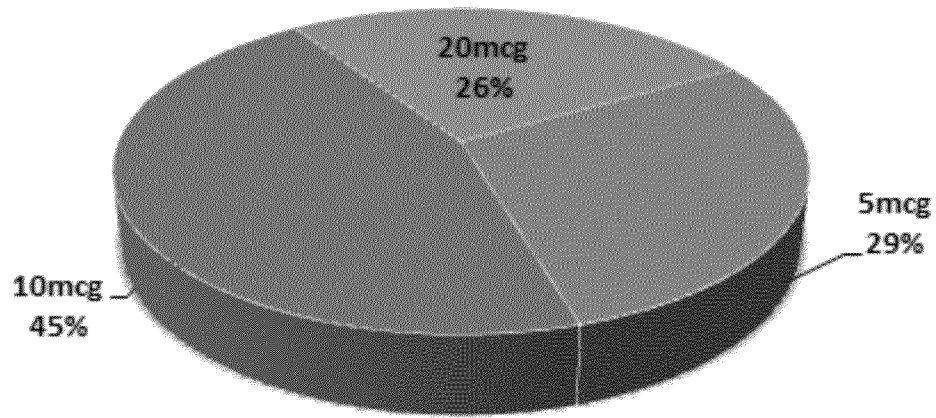
Butrans NRx vs. RRx
Week ending February 3, 2012



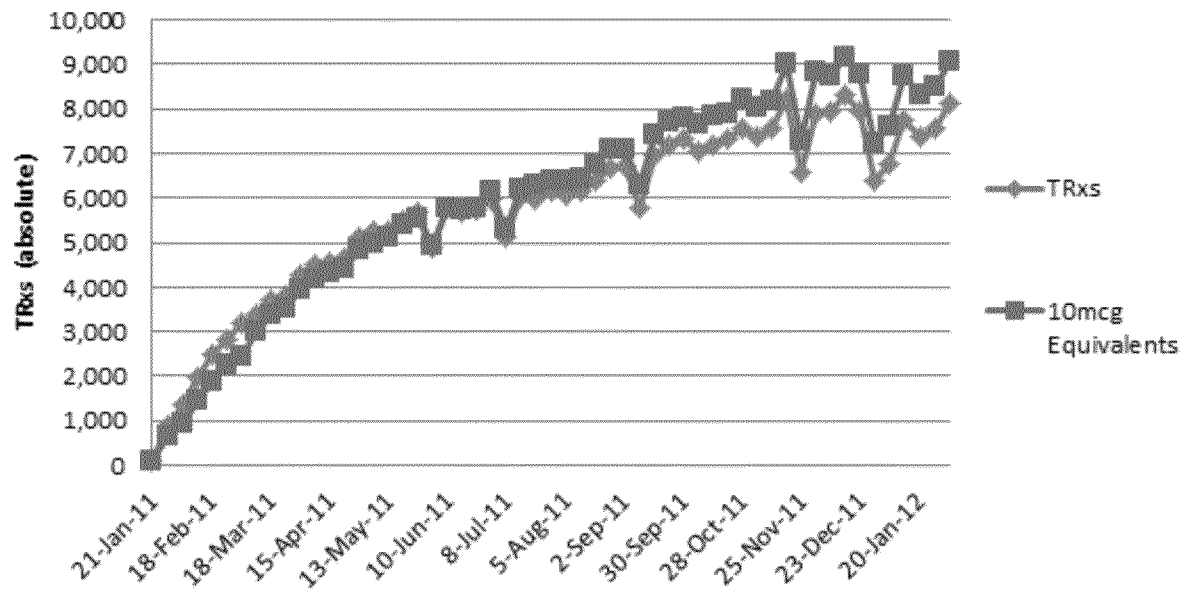
Butrans Total Prescriptions by Dosage Strength

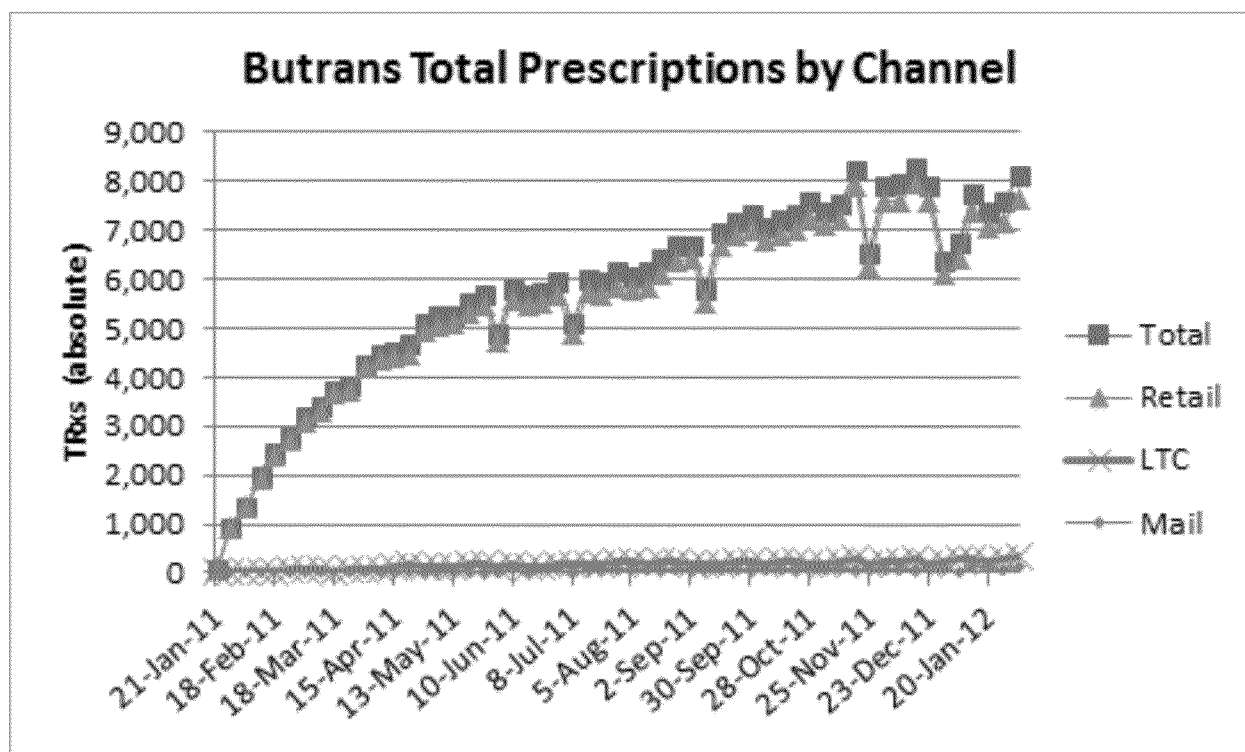


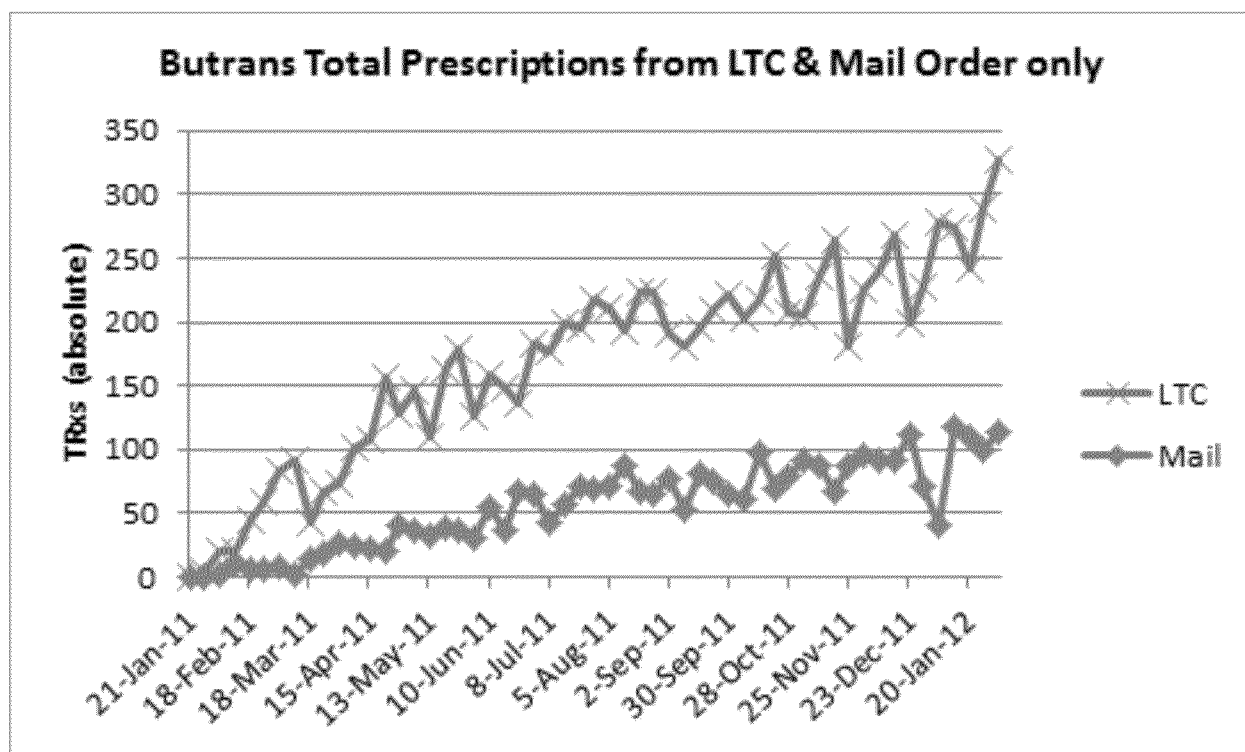
**Butrans Rx's by Dosage Strength
Week ending February 3, 2012**

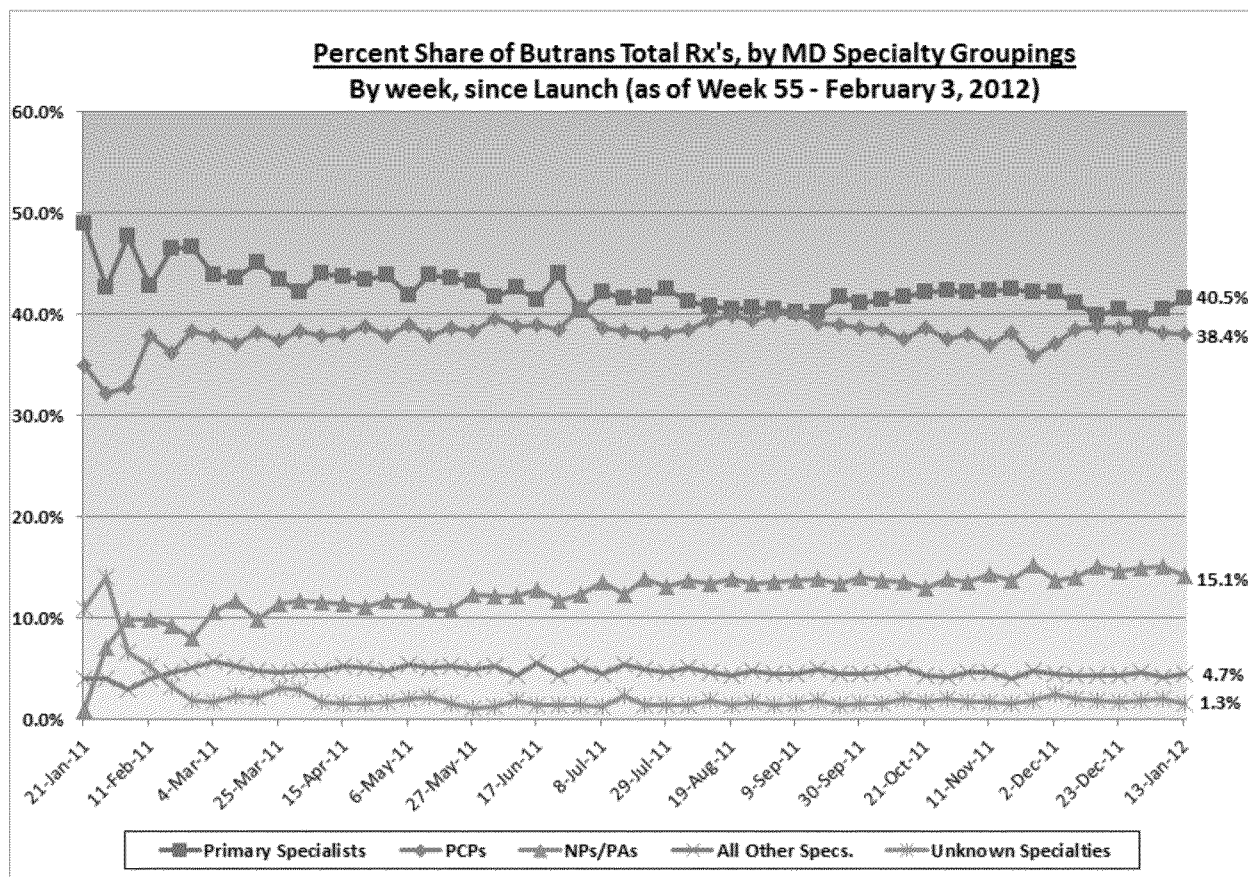


Butrans TRxs versus 10mcg Equivalents









Message

From: Gasdia, Russel [REDACTED]
Sent: 2/14/2012 2:51:45 PM
To: Sackler, Dr Richard [REDACTED]; Sackler, Jonathan [REDACTED]; Sackler, Theresa [REDACTED]; Sackler, Dr Kathe [REDACTED]; Sackler, Dr Raymond R [REDACTED]; Sackler, Mortimer D.A. [REDACTED]; Boer, Peter [REDACTED]; Lewent, Judy [REDACTED]; Pickett, Cecil [REDACTED]; Baker, Stuart D. [REDACTED]; Stewart, John H. [REDACTED]
CC: Mallin, William [REDACTED]; Mahony, Edward [REDACTED]; Dolan, James [REDACTED]; Landau, Dr. Craig [REDACTED]; Long, David [REDACTED]; Lundie, David [REDACTED]; Abrams, Robin [REDACTED]; Silbert, Richard W [REDACTED]; Strassburger, Philip [REDACTED]; Weinstein, Bert [REDACTED]
BCC: Stewart, John H. (US) [REDACTED]
Subject: Butrans Weekly Report for the week ending February 3, 2012
Attachments: image001.jpg; Butrans Weekly Report 2-3-12.xlsm; image002.png; image003.png; image004.png; image005.png; image006.png; image007.png; image008.png; image009.png; image010.png; image012.png

- The most recent weekly data is available for Butrans
- The TRxs increased by 7.1% from 7,567 the previous week to 8,106 for the current week (week ending 2/3/12)
- The table below reflects data from our Butrans Patient Savings Program. You will note that the most recent week represents 3,495 total redemptions. This is a record level.
 - The data for this program is a week ahead of the IMS weekly TRx data. This data can be a leading indicator for TRxs.
 - Period-To-Date, the redemptions account for an average of 39% of TRxs. For example: During the week ending 2/4 there were 3,262 redemptions and 8,106 TRxs. The redemptions were 40% of our TRx total.
 - Looking ahead at the next week of IMS TRx data, if the 37% - 40% redemptions/TRx ratio continues, we should see TRxs in the range of 8,700-9,500 TRxs, which would represent the highest weekly total since launch and four straight week of TRxs growth since and four out of the five weeks since the start of 2012.

Butrans eVoucher & Coupon Weekly Redemptions

<u>Butrans eVoucher & Coupon Weekly Redemptions</u>	10/30-11/5	11/6-11/12	11/13-11/19	11/20-11/26	11/27-12/3	12/4-12/10	12/11-12/17	12/18-12/24	12/25-12/31	1/1-1/7/12
eVoucher Redemptions	1,983	1,988	2,021	1,672	2,090	2,044	2,212	2,048	1,625	1,903
\$40 Savings Card Redemptions	950	934	1,070	778	1,011	961	968	948	774	587
\$75 Trial Offer Redemptions										
Total Weekly Redemptions	2,933	2,922	3,091	2,450	3,101	3,005	3,180	2,996	2,399	2,490
TOTAL RX's	7,396	7,550	8,216	6,560	7,888	7,940	8,306	7,924	6,399	6,770
eVoucher/Savings/Trial Offer % of TOTAL RX's	40%	39%	38%	37%	39%	38%	38%	38%	37%	37%
eVoucher % of TOTAL RX's	27%	26%	25%	25%	26%	26%	27%	26%	25%	28%
Trial Offer/Savings Card % of TOTAL RX's	13%	12%	13%	12%	13%	12%	12%	12%	12%	9%



Weekly Prescriptions and Stocking Report for the Week Ending February 3, 2012

****Please note:***

- *Prescriptions are inclusive of retail, long term care, and mail service channels.*
- *Stocking data is not available for 2012 as Purdue no longer purchases the weekly data.*
- *The store count and patches ordered data reflect all channels of trade.*
- *The store count reflects the number of outlets that ordered products during the given time period.*
- *Wal-Mart, Target and Kroger data are not included in the stocking data.*

1. Weekly Rx Snapshot for Week 55 of Butrans Launch

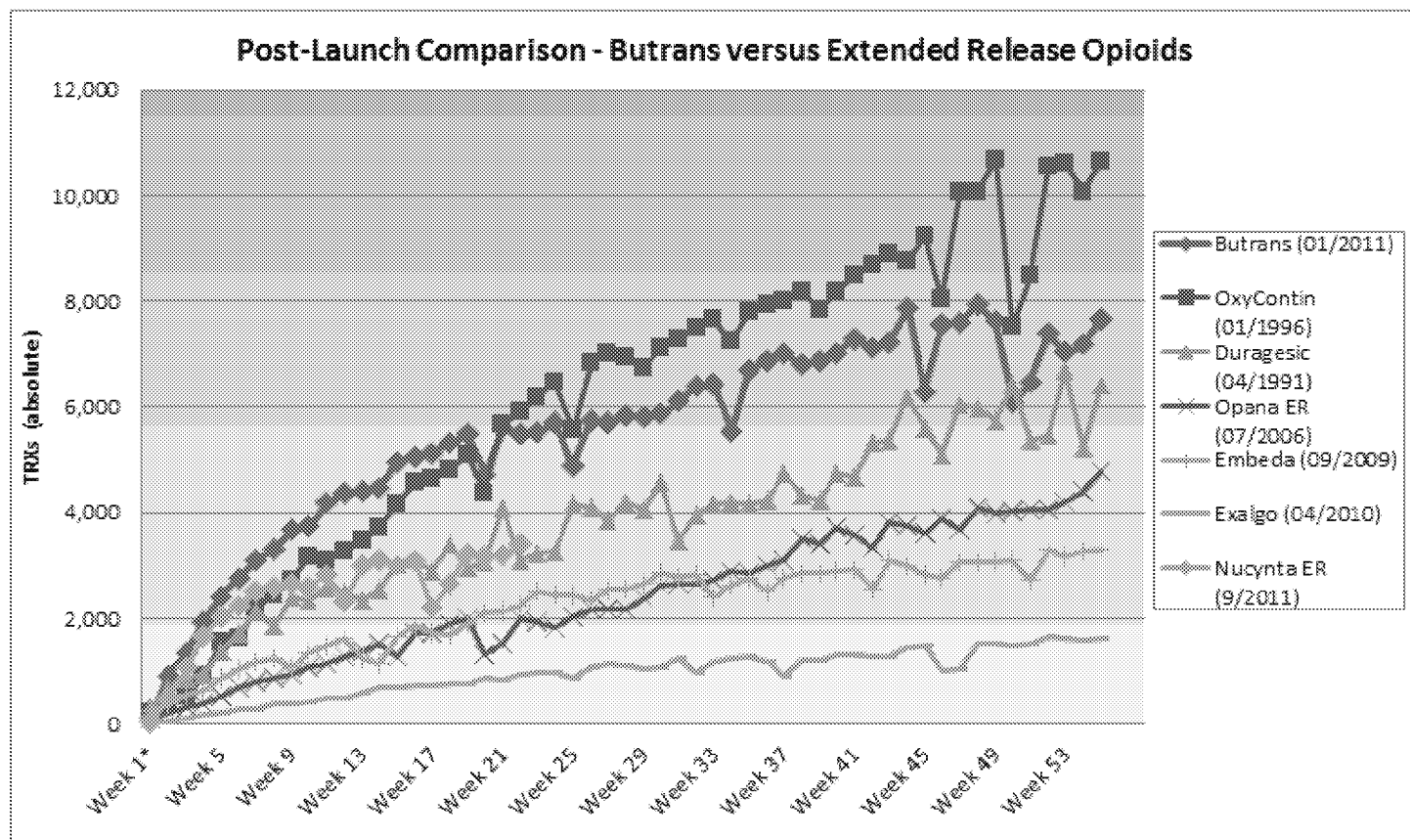
- **The new Butrans Trial Offer \$0 copay began the week ending January 27.**
- Butrans total prescriptions for the week of February 3, accounted for 8,106 Rxs compared to last week's prescription count of 7,567.
- Butrans share of ERO Rx segment was 1.59% this week, the same as last week. 1.59% of the ERO market is the highest share since Dec 16, 2011 and the third highest share percent since launch. The highest ERO market share was 1.62% for the week of November 18, 2011.

Key Metrics	Actual
Latest weekly Butrans TRx volume	8,106
Latest weekly Butrans NRx volume	6,600
Year to date 2012 TRxs	37,603
Latest weekly Butrans growth rate	7.1%

Latest weekly distribution by Butrans dosage strength		TRxs	%
	5mcg	2,326	28.7%
	10mcg	3,663	45.2
	20mcg	2,117	26.1
	Total	8,106	100.0%
Latest weekly growth rate for Extended Release Opioids (EROs)	7.4%		
Latest weekly Butrans share of Extended Release Opioids (EROs)	1.59%		

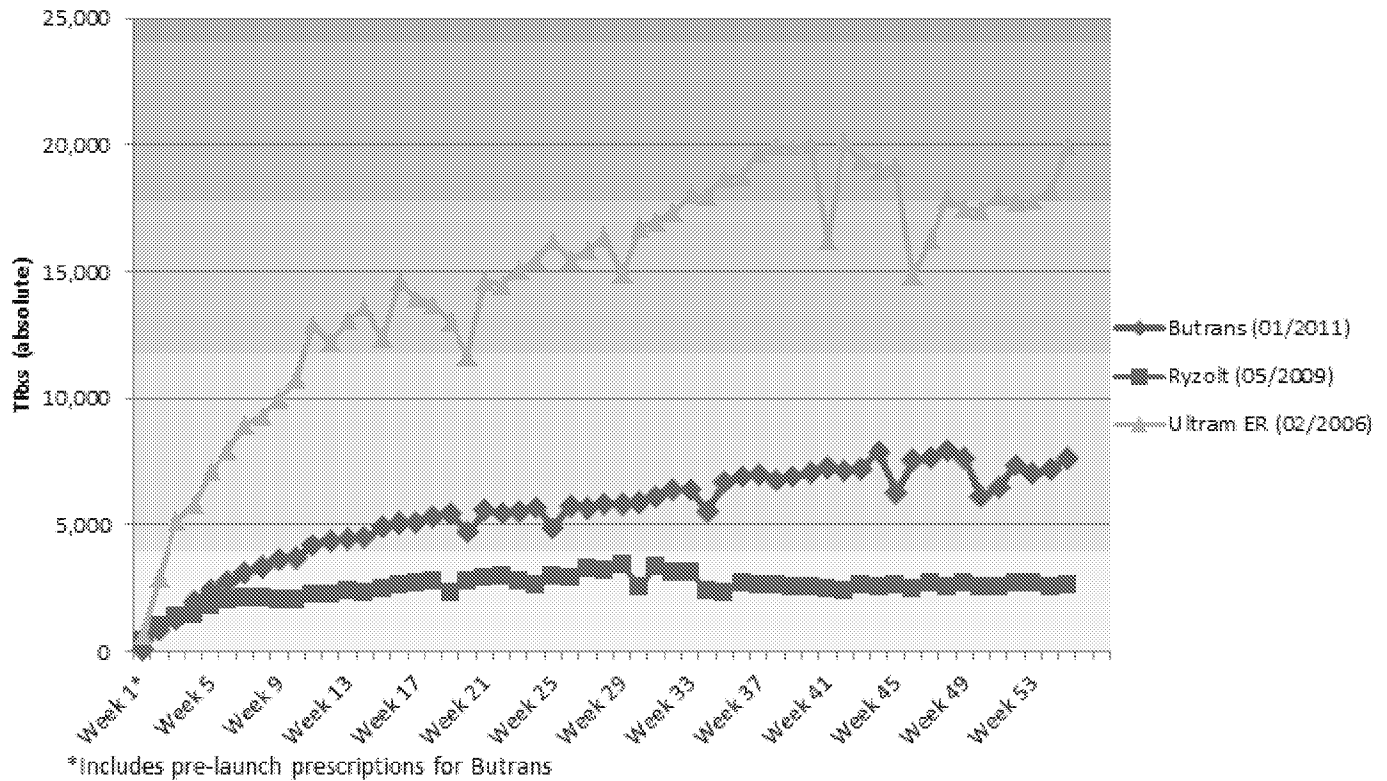
2. Launch Comparison (Retail Only)

- The following is a post launch comparison of Butrans versus other extended release opioids and Butrans versus extended release Tramadol products. At 55 weeks post-launch, Butrans retail Rx's (8,106) continued to outpace all launched EROs with the exception of OxyContin.
- At 22 weeks post-launch, Butrans outpaced all EROs, including recently introduced Nucynta ER which is tracking similarly to Duragesic's launch.



*Includes pre-launch prescriptions

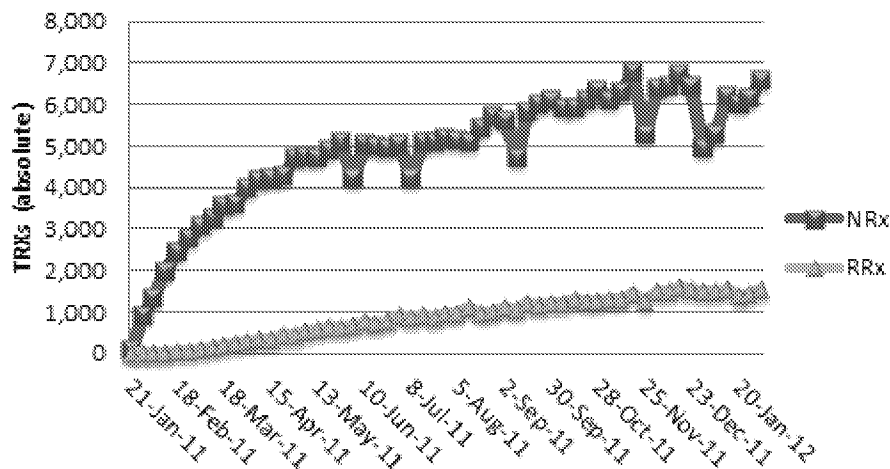
Post-Launch Comparison - Butrans versus Extended Release Tramadol Products



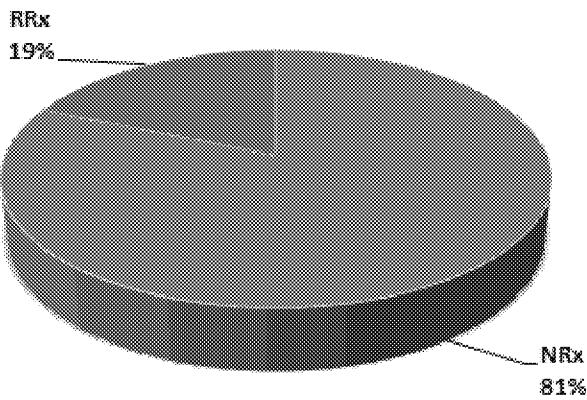
3. New vs. Refill Prescriptions

- Latest weekly new and refill Rx's are shown as follows:

Butrans New vs. Refill Rx's



**Butrans NRx vs. RRx
Week ending February 3, 2012**

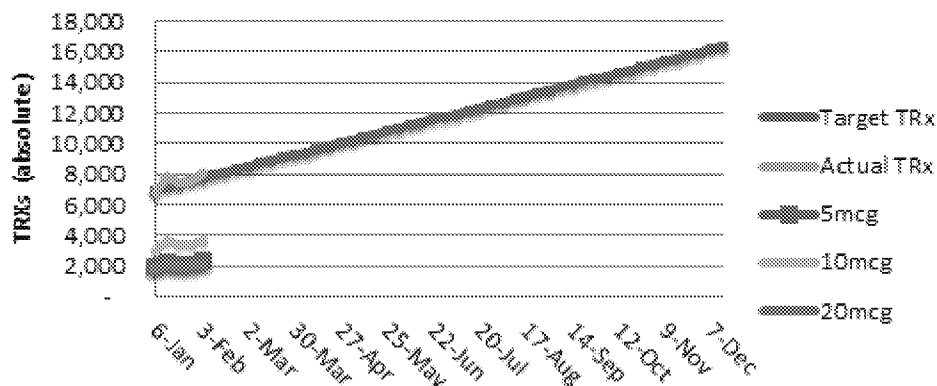


4. Prescriptions by Dosage Strength

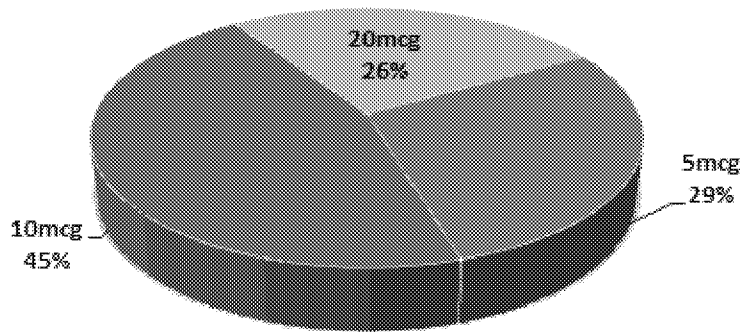
- In order to meet the 2012 prescription target of 604,500 Rxs, Butrans prescriptions must increase at an average of 190.5 Rxs each week, starting with the Rx total for the week ending January 6th (6,770). Butrans Rxs must also achieve a year end distribution of 5mcg/hr at 30%, 10mcg/hr at 45% and 20mcg/hr at 25% in order to meet demand forecast of \$132mm. Progress against the Rx target is shown in the following figures:

	<u>Week Prior</u>	<u>Last Week</u>	<u>Current Week</u>	<u>YTD</u>	<u>Goal</u>
5mcg	28.2%	28.0%	28.7%	28.1%	30.0%
10mcg	45.4%	45.5%	45.2%	45.6%	45.0%
20mcg	26.3%	26.6%	26.1%	26.3%	25.0%

Butrans Total Prescriptions by Dosage Strength

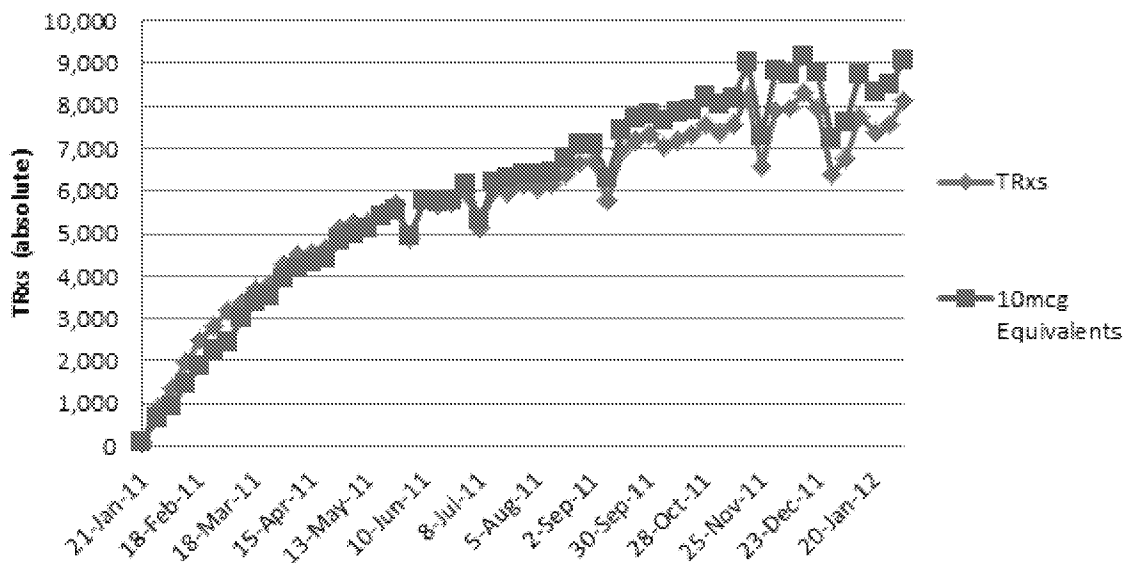


**Butrans Rx's by Dosage Strength
Week ending February 3, 2012**



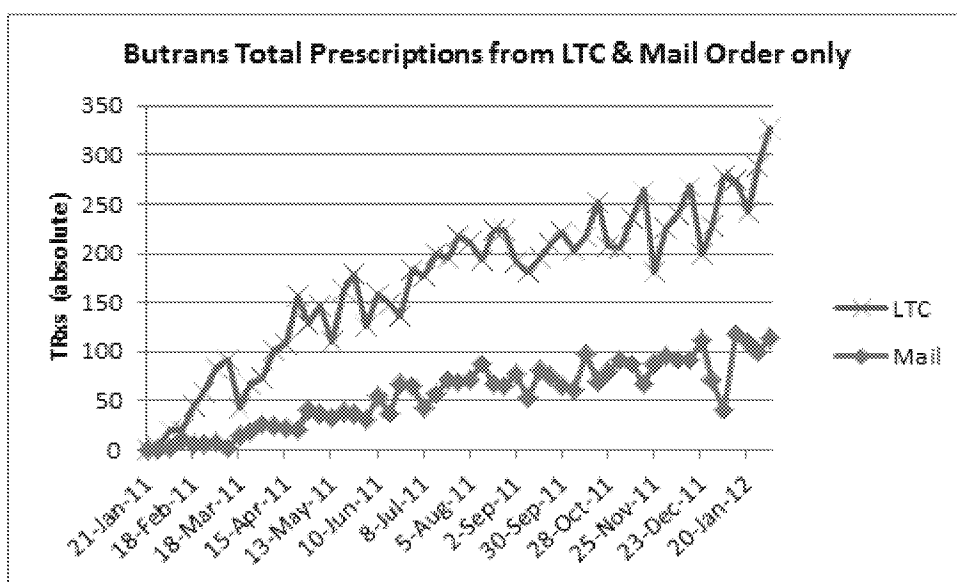
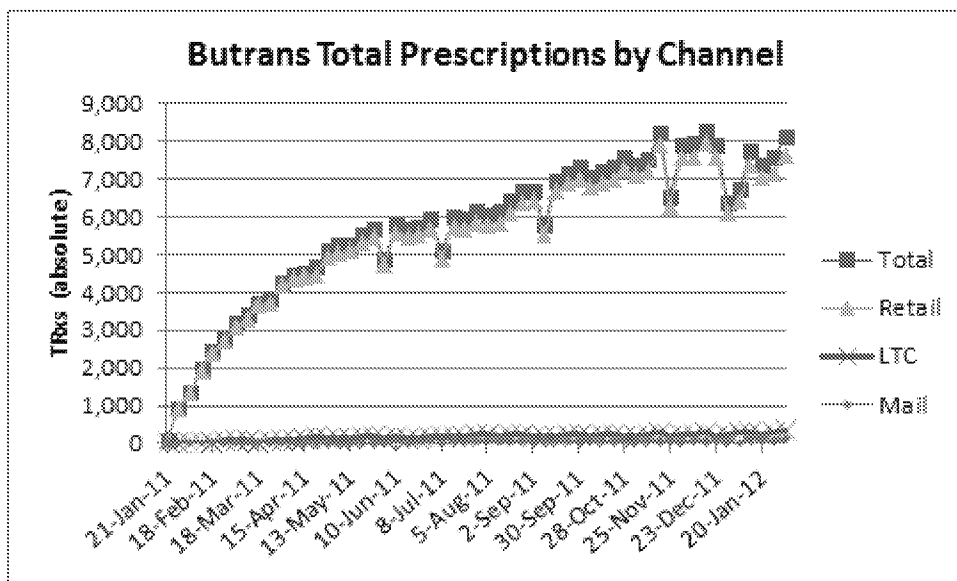
- 10mcg equivalents Rx's:

Butrans TRxs versus 10mcg Equivalents



5. Prescriptions by Channel

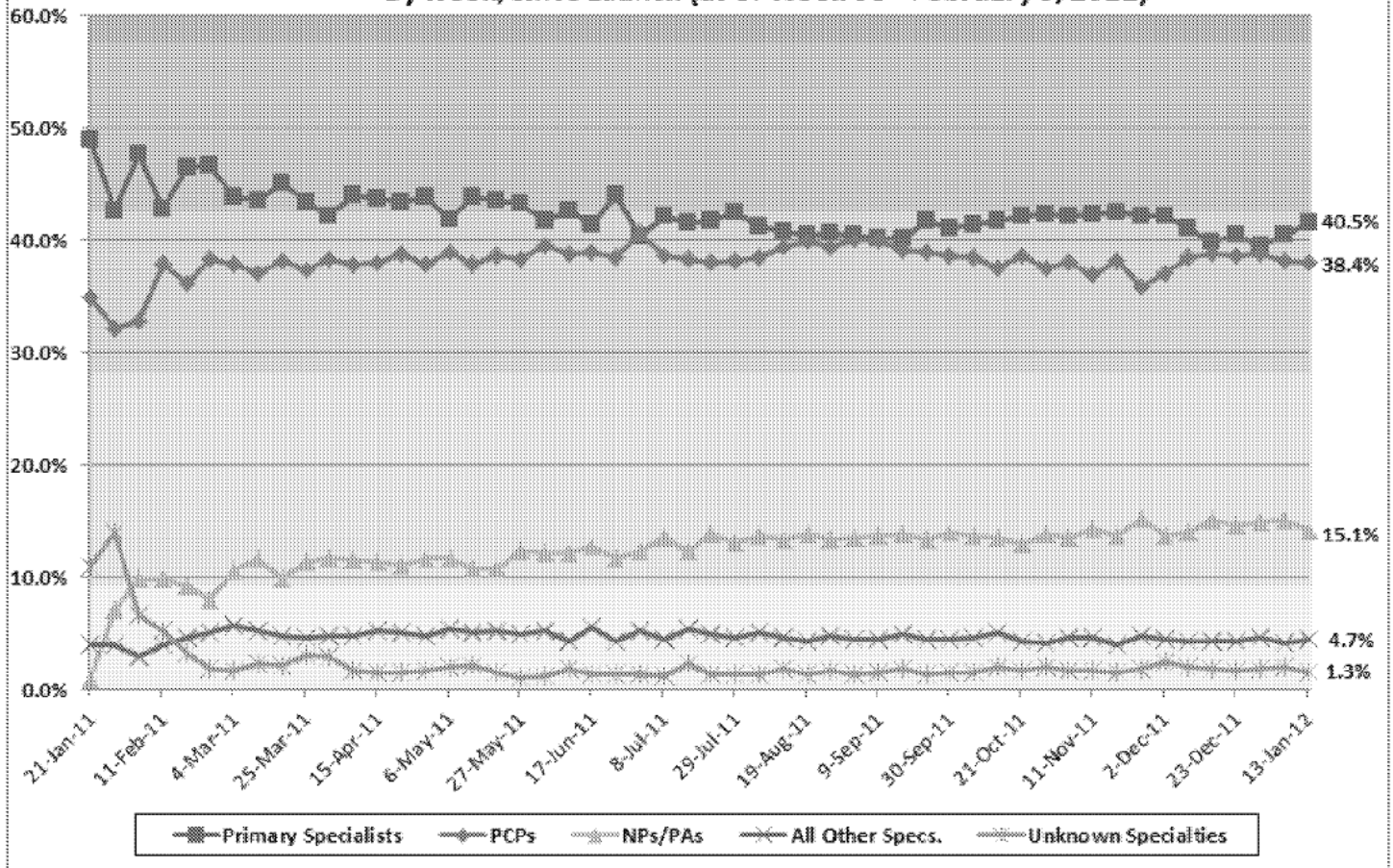
- Retail pharmacy scripts continue to dominate Butrans total Rx's by channel, accounting for 95%, followed by 4% in LTC and 1% from Mail order.



6. Prescriptions by Specialty

- By specialty group, Primary Specialists continue to garner largest share of Butrans Rx's, accounting for 40.5% this week, followed by PCPs with 38.4%, and NP/PAs with 15.1%.
- Anesthesiology/pain medicine (19.7%), FP/GP (14.8%), Physical Medicine (12.1%) and Osteopathic Medicine (13.1%), were leading individual specialties this week.

Percent Share of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 55 - February 3, 2012)



7. Stocking Overview

- *Stocking data is not available for 2012 as Purdue no longer purchases the weekly data .*

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Weekly Report

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		Butrans New, Refill and Total Prescriptions by Strength													
		Total			5mcg			10mcg			20mcg			Total	
<u>Week #</u>	<u>Week Ending</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	5,305	1,255	6,560	1,626	305	1,931	2,363	573	2,936	1,316	377	1,693	80.9%	19.1%
Week 46	2-Dec-11	6,390	1,498	7,888	1,909	336	2,245	2,860	718	3,578	1,621	444	2,065	81.0%	19.0%
Week 47	9-Dec-11	6,461	1,479	7,940	1,933	360	2,293	3,031	677	3,708	1,497	442	1,939	81.4%	18.6%
Week 48	16-Dec-11	6,712	1,594	8,306	2,009	477	2,486	3,070	659	3,729	1,633	458	2,091	80.8%	19.2%
Week 49	23-Dec-11	6,419	1,505	7,924	1,967	382	2,349	2,875	671	3,546	1,577	452	2,029	81.0%	19.0%



		Distribution of Butrans Prescriptions by Strength									Distribution of Butrans Ne					
		5mcg				10mcg			20mcg			Total			5mcg	
<u>Week #</u>	<u>Week Ending</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	100.0%	24.8%	4.6%	29.4%	36.0%	8.7%	44.8%	20.1%	5.7%	25.8%	80.9%	19.1%	100.0%	84.2%	15.8%
Week 46	2-Dec-11	100.0%	24.2%	4.3%	28.5%	36.3%	9.1%	45.4%	20.6%	5.6%	26.2%	81.0%	19.0%	100.0%	85.0%	15.0%
Week 47	9-Dec-11	100.0%	24.3%	4.5%	28.9%	38.2%	8.5%	46.7%	18.9%	5.6%	24.4%	81.4%	18.6%	100.0%	84.3%	15.7%
Week 48	16-Dec-11	100.0%	24.2%	5.7%	29.9%	37.0%	7.9%	44.9%	19.7%	5.5%	25.2%	80.8%	19.2%	100.0%	80.8%	19.2%
Week 49	23-Dec-11	100.0%	24.8%	4.8%	29.6%	36.3%	8.5%	44.8%	19.9%	5.7%	25.6%	81.0%	19.0%	100.0%	83.7%	16.3%



		w, Refill and Total Prescriptions by Strength							Weekly Growth in Butrans New, Refill and Total Presc							
Week #	Week Ending	10mcg			20mcg				Total			5mcg			10mcg	
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 45	25-Nov-11	100.0%	80.5%	19.5%	100.0%	77.7%	22.3%	100.0%	-21.8%	-12.2%	-20.2%	-21.4%	-18.9%	-21.1%	-24.0%	-9.0%
Week 46	2-Dec-11	100.0%	79.9%	20.1%	100.0%	78.5%	21.5%	100.0%	20.5%	19.4%	20.2%	17.4%	10.2%	16.3%	21.0%	25.3%
Week 47	9-Dec-11	100.0%	81.7%	18.3%	100.0%	77.2%	22.8%	100.0%	1.1%	-1.3%	0.7%	1.3%	7.1%	2.1%	6.0%	-5.7%
Week 48	16-Dec-11	100.0%	82.3%	17.7%	100.0%	78.1%	21.9%	100.0%	3.9%	7.8%	4.6%	3.9%	32.5%	8.4%	1.3%	-2.7%
Week 49	23-Dec-11	100.0%	81.1%	18.9%	100.0%	77.7%	22.3%	100.0%	-4.4%	-5.6%	-4.6%	-2.1%	-19.9%	-5.5%	-6.4%	1.8%



Prescriptions by Strength					
		20mcg			
<u>Week #</u>	<u>Week Ending</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 45	25-Nov-11	-21.5%	-18.1%	-11.1%	-16.6%
Week 46	2-Dec-11	21.9%	23.2%	17.8%	22.0%
Week 47	9-Dec-11	3.6%	-7.6%	-0.5%	-6.1%
Week 48	16-Dec-11	0.6%	9.1%	3.6%	7.8%
Week 49	23-Dec-11	-4.9%	-3.4%	-1.3%	-3.0%



[Butrans 10mcg Equivalents](#)
[Distribution of 10mcg Equivalents](#)
[Weekly Growth in 10mcg Equivalents](#)

Week # Week Ending
Week 44 18-Nov-11
Week 45 25-Nov-11

Butrans 10mcg Equivalents			
Total	5mcg	10mcg	20mcg
<u>TRx</u>	<u>TRx</u>	<u>TRx</u>	<u>TRx</u>
9,023	1,223	3,740	4,060
7,288	966	2,936	3,386

Distribution of Butrans 10mcg Equiv		
Total	5mcg	10mcg
<u>TRx</u>	<u>TRx</u>	<u>TRx</u>
100.0%	13.6%	41.4%
100.0%	13.2%	40.3%



		Equivalents
<u>Week #</u>	<u>Week Ending</u>	<u>20mcg</u> <u>TRx</u>
Week 44	18-Nov-11	45.0%
Week 45	25-Nov-11	46.5%



[TRxs by Channel](#)

[Distribution of Rx's by Channel](#)

[Weekly Growth in Butrans TRxs by Channel](#)

		Butrans TRxs (absolute) by Channel			
		Total	Retail	LTC	Mail
<u>Week #</u>	<u>Week Ending</u>				
Week 44	18-Nov-11	8,216	7,884	264	68
Week 45	25-Nov-11	6,560	6,293	180	87
Week 46	2-Dec-11	7,888	7,567	226	95
Week 47	9-Dec-11	7,940	7,609	239	92
Week 48	16-Dec-11	8,306	7,947	268	91
Week 49	23-Dec-11	7,924	7,613	199	112
Week 50	30-Dec-11	6,399	6,099	228	72
Week 51	6-Jan-12	6,770	6,450	279	41
Week 52	13-Jan-12	7,764	7,372	274	118
Week 53	20-Jan-12	7,396	7,044	242	110
Week 54	27-Jan-12	7,567	7,178	289	100
Week 55	3-Feb-12	8,106	7,665	328	113
TOTAL	2011	276,395	265,903	7,908	2,584

Distribution of Butrans TRxs by Channel			
Total	Retail	LTC	Mail
100.0%	96.0%	3.2%	0.8%
100.0%	95.9%	2.7%	1.3%
100.0%	95.9%	2.9%	1.2%
100.0%	95.8%	3.0%	1.2%
100.0%	95.7%	3.2%	1.1%
100.0%	96.1%	2.5%	1.4%
100.0%	95.3%	3.6%	1.1%
100.0%	95.3%	4.1%	0.6%
100.0%	95.0%	3.5%	1.5%
100.0%	95.2%	3.3%	1.5%
100.0%	94.9%	3.8%	1.3%
100.0%	94.6%	4.0%	1.4%
100.0%	96.2%	2.9%	0.9%

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Week #	<u>Week 53</u>	<u>Week 54</u>	<u>Week 55</u>	<u>TOTAL</u>
Week Ending	<i>20-Jan-12</i>	<i>27-Jan-12</i>	<i>3-Feb-12</i>	<i>2011</i>

Week #	<u>Week 53</u>	<u>Week 54</u>	<u>Week 54</u>	<u>TOTAL</u>
Week Ending	<i>20-Jan-12</i>	<i>27-Jan-12</i>	<i>3-Feb-12</i>	<i>2011</i>

Primary Care	38.1%	39.6%	38.4%	38.4%
IM	10.2%	11.2%	10.5%	9.8%
FP/GP	14.0%	15.3%	14.8%	15.1%
Osteopathic Medicine	13.9%	13.1%	13.1%	13.5%
NPs / PAs	15.4%	14.8%	15.1%	13.0%
Nurse Practitioners	7.1%	7.1%	7.0%	6.3%
Physician Assistants	8.3%	7.7%	8.1%	6.7%
Primary Specialists*	40.8%	39.7%	40.5%	42.0%
Anesthesiology/Pain	20.6%	19.7%	19.7%	20.4%
Phys. Med. & Rehab	12.3%	12.1%	12.1%	12.7%
Neurology	3.3%	2.9%	3.2%	3.6%
Rheumatology	2.1%	2.8%	2.8%	2.9%
Orthopedic Surgery	2.5%	2.2%	2.6%	2.4%
All Other Specialties	4.5%	4.7%	4.7%	4.7%
All Other Specialties	4.5%	4.7%	4.7%	4.7%
Unspecified/Other	1.2%	1.2%	1.3%	1.9%
Total Butrans Prescriptions	100.0%	100.0%	100.0%	100.0%

	Week Forty-Eight as of 12/16				Week Forty-Nine of 12/23			
	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>
<u>PCP's</u>	<u>956</u>	<u>1,424</u>	<u>838</u>	<u>3,218</u>	<u>873</u>	<u>1,364</u>	<u>821</u>	<u>3,058</u>
FP/GP	364	538	330	1,232	346	520	339	1,205
Osteopathic Physicians	307	520	289	1,116	265	486	297	1,048
Internal Medicine	285	366	219	870	262	358	185	805
<u>NP's/PA's</u>	<u>364</u>	<u>549</u>	<u>339</u>	<u>1,252</u>	<u>339</u>	<u>511</u>	<u>316</u>	<u>1,166</u>
Physician Assistant	169	309	188	666	177	243	167	587
Nurse Practitioner	195	240	151	586	162	268	149	579
<u>Primary Specialists</u>	<u>992</u>	<u>1,554</u>	<u>768</u>	<u>3,314</u>	<u>985</u>	<u>1,450</u>	<u>774</u>	<u>3,209</u>
Anesthesiology/Pain	476	765	371	1,612	467	718	372	1,557
Physical Medicine	311	492	214	1,017	312	452	221	985
Neurology	73	112	72	257	58	95	86	239
Rheumatology	63	116	47	226	85	90	53	228
Orthopedic Surgeons	69	69	64	202	63	95	42	200
<u>All Other Specialties</u>	<u>128</u>	<u>154</u>	<u>78</u>	<u>360</u>	<u>107</u>	<u>165</u>	<u>77</u>	<u>349</u>
<u>Unknown/Other Specialty</u>	<u>46</u>	<u>48</u>	<u>68</u>	<u>162</u>	<u>45</u>	<u>56</u>	<u>41</u>	<u>142</u>
Grand Total	2,486	3,729	2,091	8,306	2,349	3,546	2,029	7,924

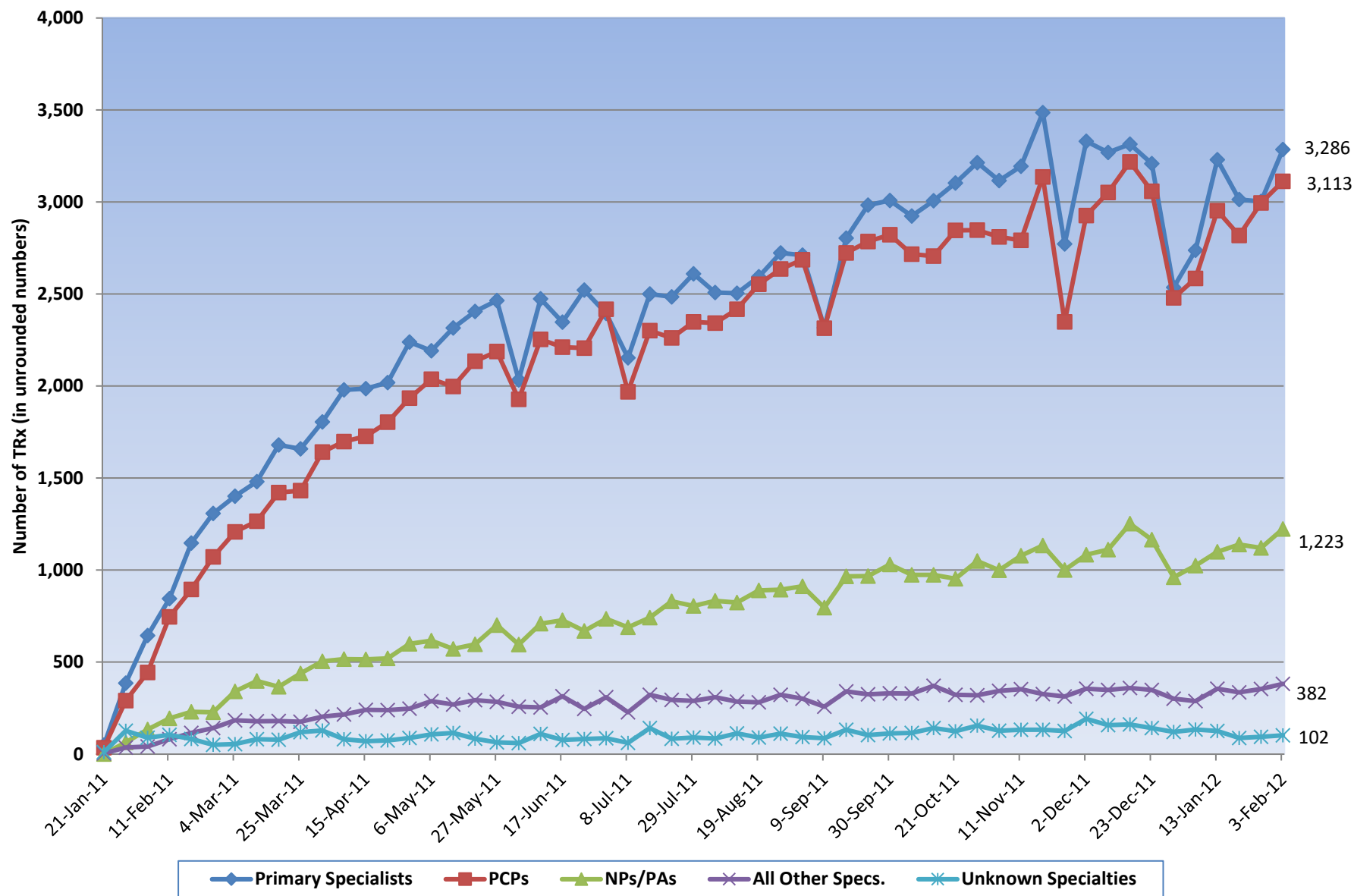
<u>Week #</u>	<u>Week Ending</u>	Number of Total Rx's (in absolute numbers)			
		<u>Anesth-Pain</u>	<u>FP/GP's</u>	<u>DO's</u>	<u>PMRs</u>
Week 45	25-Nov-11	20.4%	13.8%	12.2%	13.0%
Week 46	2-Dec-11	20.7%	14.4%	12.7%	12.7%

<u>Week #</u>	<u>Week Ending</u>	<u>IM's</u>	<u>PAs</u>	<u>NPs</u>	<u>All others</u>
Week 45	25-Nov-11	9.8%	7.7%	7.5%	13.6%
Week 46	2-Dec-11	10.0%	7.0%	6.7%	13.3%

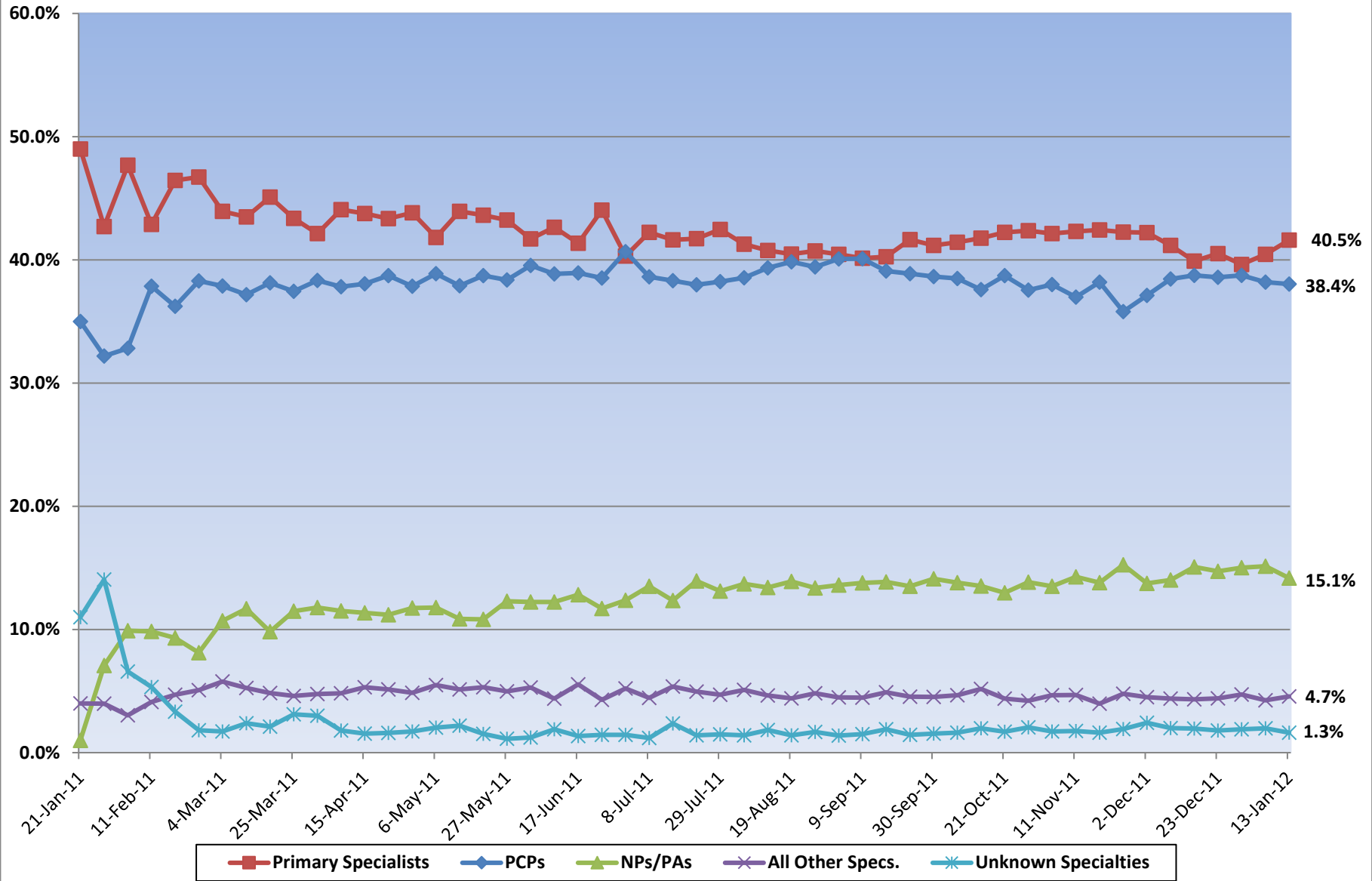
<u>Week #</u>	<u>Week Ending</u>	<u>Unknown Specialties</u>	<u>Grand Total</u>	<u>Neurology</u>	<u>Rheumatology</u>
Week 45	25-Nov-11	1.9%	100.0%	3.4%	2.8%
Week 46	2-Dec-11	2.4%	100.0%	3.5%	2.8%

<u>Week #</u>	<u>Week Ending</u>	<u>Orth. Surgeons</u>
Week 45	25-Nov-11	2.7%
Week 46	2-Dec-11	2.6%

Number of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 55 - February 3, 2012)

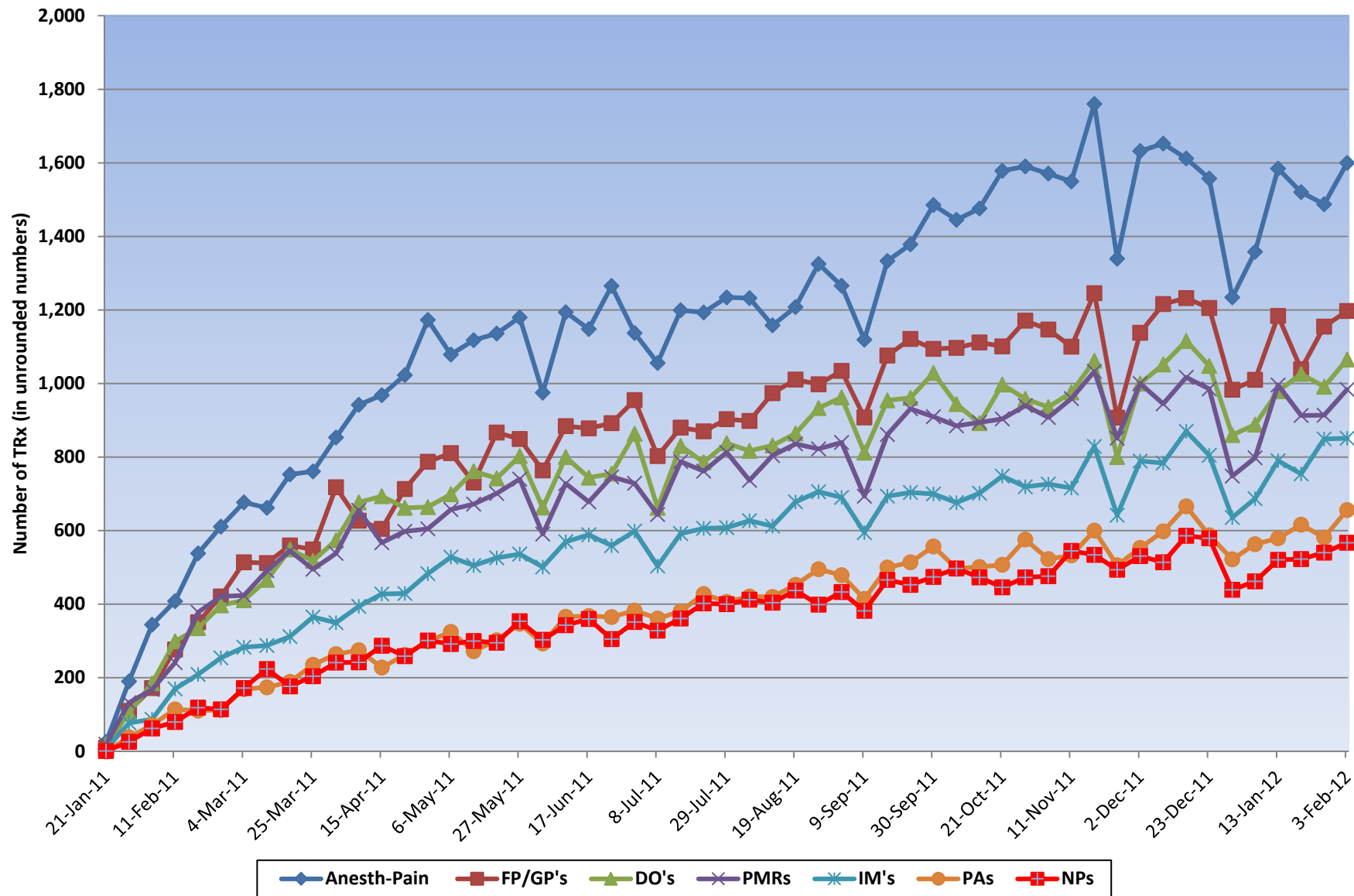


Percent Share of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 55 - February 3, 2012)



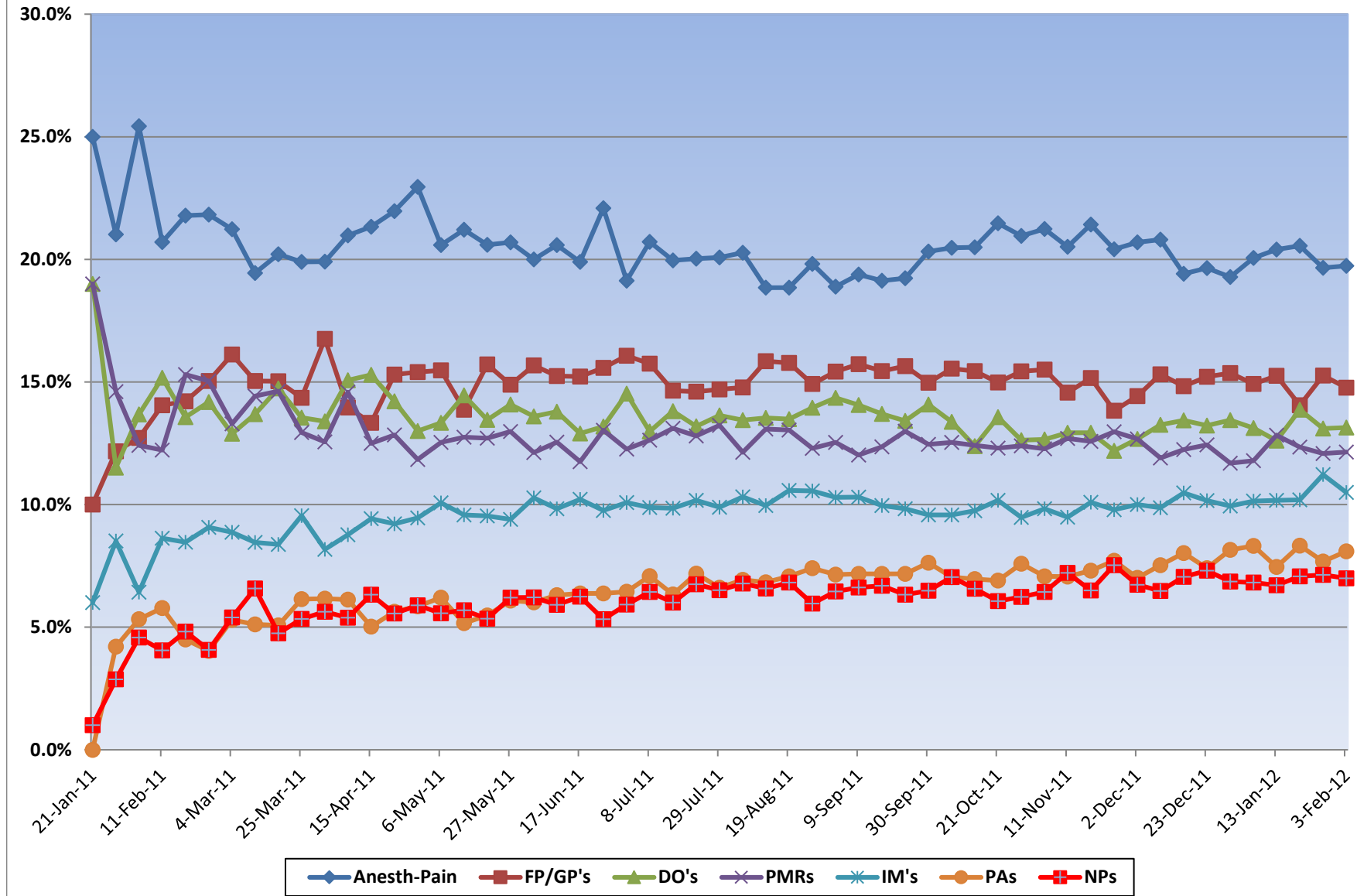
Number of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 55 - February 3, 2012)



Percent Share of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 55 - February 3, 2012)





[Extended Release Opioid Market - TRxs](#)
[Rx Share of Extended Release Opioid Market](#)
[Weekly Growth in Extended Release Opioid Market](#)

All channels of trade, combined

			Extended Release Opioid Market - Total Prescri					
<u>Week #</u>	<u>Week Ending</u>		<u>Butrans</u>	<u>Oxycodone ER</u>	<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>
Week 44	18-Nov-11	8,216	8,216	122,841	129,136	132,213	83,074	27,755
Week 45	25-Nov-11	6,560	6,560	108,349	114,425	114,875	73,415	24,061



		ptions						
<u>Week #</u>	<u>Week Ending</u>		<u>Exalgo</u>	<u>Nucynta ER</u>	<u>Total EROs</u>		<u>Butrans</u>	<u>Oxycodone ER</u>
Week 44	18-Nov-11	8,216	2,399	2,875	508,509	1.62%	1.62%	24.2%
Week 45	25-Nov-11	6,560	1,989	2,401	446,075	1.47%	1.47%	24.3%



			Share of Extended Release Opioid Market					
<u>Week #</u>	<u>Week Ending</u>		<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>	<u>Exalgo</u>	<u>Nucynta ER</u>
Week 44	18-Nov-11	8,216	25.4%	26.0%	16.3%	5.5%	0.5%	0.57%
Week 45	25-Nov-11	6,560	25.7%	25.8%	16.5%	5.4%	0.4%	0.54%



[Share of the Butrans Market TRXs](#)
[Weekly Growth in the Butrans Market](#)

All channels of trade, combined

		Butrans Market - Total Prescriptions					
<u>Week #</u>	<u>Week Ending</u>	<u>Butrans</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>	<u>Butrans</u>
Week 44	18-Nov-11	8,216	508,509	4,187,029	733,745	5,429,283	0.151%
Week 45	25-Nov-11	6,560	446,075	3,554,527	620,380	4,620,982	0.142%



		Share of the Butrans Market Prescriptions			
<u>Week #</u>	<u>Week Ending</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>
Week 44	18-Nov-11	9.4%	77.1%	13.5%	100.0%
Week 45	25-Nov-11	9.7%	76.9%	13.4%	100.0%

	Comparison of Butrans TRXs at		
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>
Week 1*	100	208	307
Week 2	900	347	651
Week 3	1,332	534	867
Week 4	1,940	904	933
Week 5	2,421	1,555	1,368
Week 6	2,737	1,633	1,739
Week 7	3,097	2,217	2,125
Week 8	3,312	2,447	1,843

	Comparison of Butrans TRXs at Launch versus Other			
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>
Week 1*	100	208	307	100
Week 2	900	347	651	218
Week 3	1,332	534	867	297
Week 4	1,940	904	933	370
Week 5	2,421	1,555	1,368	533
Week 6	2,737	1,633	1,739	678
Week 7	3,097	2,217	2,125	778
Week 8	3,312	2,447	1,843	855

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
Week 1*	100	208	307	100	404
Week 2	900	347	651	218	1,012
Week 3	1,332	534	867	297	1,407
Week 4	1,940	904	933	370	1,427
Week 5	2,421	1,555	1,368	533	1,851
Week 6	2,737	1,633	1,739	678	2,058
Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
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Week 8	3,312	2,447	1,843	855	2,110

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
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	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
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	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
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Week 6	2,737	1,633	1,739	678	2,058
Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

Butrans Overview	16-Dec-11	23-Dec-11	30-Dec-11
Total Prescriptions	8,306	7,924	6,399
Total Unique Store Count	5,181	5,381	4,061
Total Patches Ordered	31,092	32,864	23,864

Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	2,486	2,349	1,751
10mcg	3,729	3,546	2,936
20mcg	2,091	2,029	1,712
Total	8,306	7,924	6,399

% of Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	29.9%	29.6%	27.4%
10mcg	44.9%	44.8%	45.9%
20mcg	25.2%	25.6%	26.8%
Total	100.0%	100.0%	100.0%

Butrans Unique Store Count	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	1,682	1,758	1,260
10mcg	2,547	2,676	1,924
20mcg	1,498	1,542	1,249
Total	5,181	5,381	4,061

Butrans Unique Store Count %*	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	32.5%	32.7%	31.0%
10mcg	49.2%	49.7%	47.4%
20mcg	28.9%	28.7%	30.8%

* Percent is based on the total number of unique outlets that ordered Butrans

Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	8,816	9,500	6,972
10mcg	14,292	15,168	10,332
20mcg	7,984	8,196	6,560
Total	31,092	32,864	23,864

% of Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	28.4%	28.9%	29.2%
10mcg	46.0%	46.2%	43.3%
20mcg	25.7%	24.9%	27.5%
Total	100.0%	100.0%	100.0%

Butrans®	1 Week Growth	4 Week Growth	8 Week Growth
Total Prescriptions	-19.2%	1.2%	4.7%
Total Unique Store Count	-24.5%	1.2%	2.7%
Total Patches Ordered	-27.4%	0.4%	3.8%

Total Prescriptions

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-25.5%	-0.4%	-2.2%
10mcg	-17.2%	1.3%	5.4%
20mcg	-15.6%	2.9%	12.8%

Total Store Count

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-28.3%	-3.2%	-3.0%
10mcg	-28.1%	2.1%	3.8%
20mcg	-19.0%	-0.4%	8.7%

Total Patches Ordered

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-26.6%	-4.9%	-2.0%
10mcg	-31.9%	3.8%	5.9%
20mcg	-20.0%	0.9%	7.3%

Week Ending
December 2, 2011
December 9, 2011
December 16, 2011

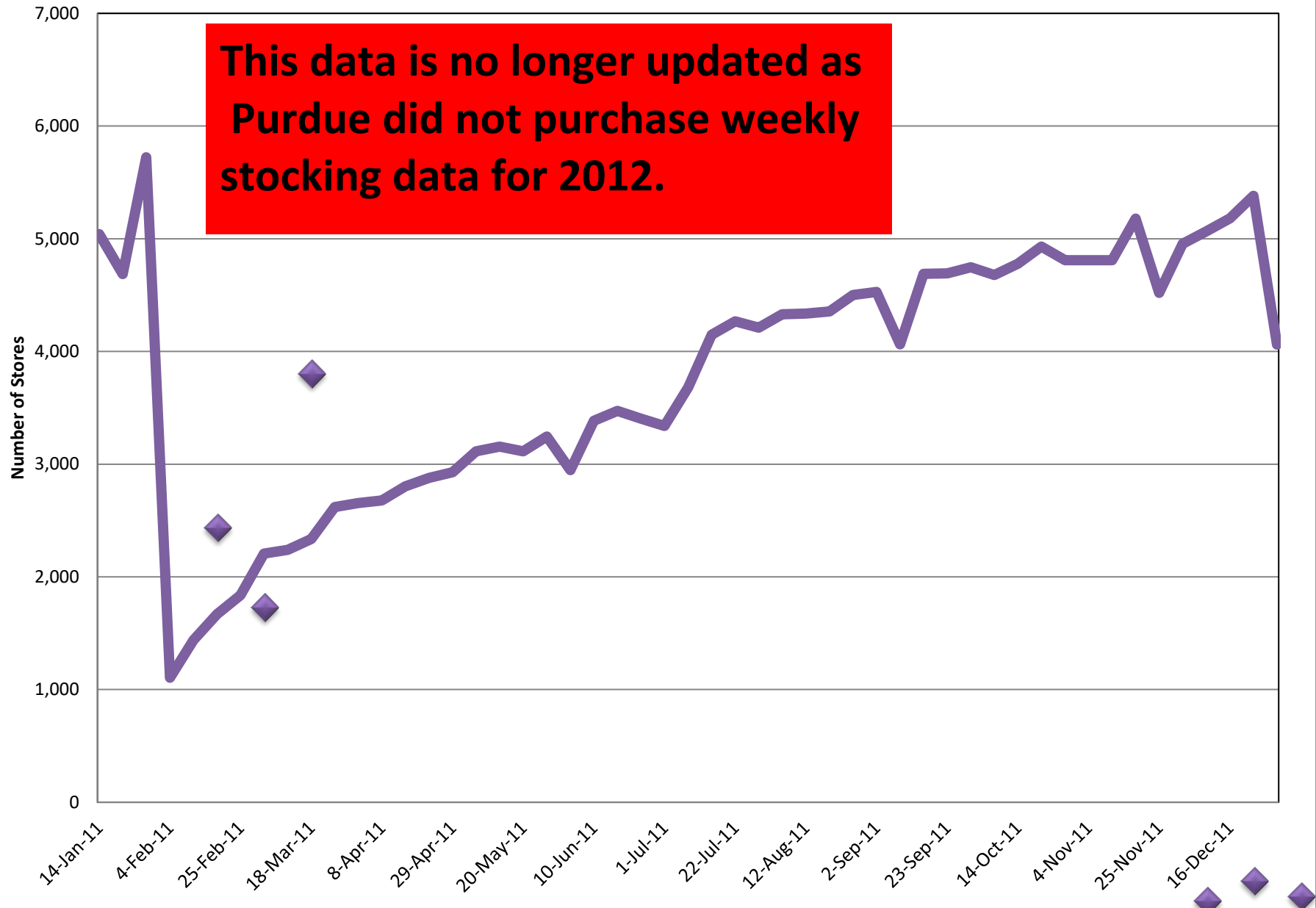
TOTAL PRESCRIPTIONS			
5mcg	10mcg	20mcg	TOTAL
2,245	3,578	2,065	7,888
2,293	3,708	1,939	7,940
2,486	3,729	2,091	8,306

TOTAL STORE	
5mcg	10mcg
1,592	2,354
1,651	2,537
1,682	2,547

<u>Week Ending</u>	COUNTS		TOTAL PACKAGES (OF 4) ORDERED				
	20mcg	TOTAL	5mcg	10mcg	20mcg	TOTAL	5mcg
December 2, 2011	1,559	4,955	2,151	3,256	2,058	7,465	8,604
December 9, 2011	1,431	5,066	2,177	3,690	1,955	7,822	8,708
December 16, 2011	1,498	5,181	2,204	3,573	1,996	7,773	8,816

<u>Week Ending</u>	TOTAL PATCHES ORDERED		
	10mcg	20mcg	TOTAL
December 2, 2011	13,024	8,232	29,860
December 9, 2011	14,760	7,820	31,288
December 16, 2011	14,292	7,984	31,092

Number of Unique Stores Stocking Butrans



To: Sackler, Dr Richard [REDACTED]@pharma.com]
From: Rosen, David (Marketing)
Sent: Wed 2/22/2012 9:01:19 AM
Subject: RE: 8,238 Butrans Rx's filled during the week ending February 10, 2012

Will do.

From: Sackler, Dr Richard
Sent: Wednesday, February 22, 2012 8:58 AM
To: Rosen, David (Marketing)
Subject: Re: 8,238 Butrans Rx's filled during the week ending February 10, 2012

Call Kathy Walsh to collaborate on hearing aid project/question.

Sent from my iPhone

On Feb 22, 2012, at 8:53, "Rosen, David (Marketing)" <[REDACTED]@pharma.com> wrote:

Hi, Dr. Richard. As per your request, here are the latest Rx's for Butrans. I also previously sent the updated graphs to you. I am working on your other request as well. Have a safe flight.

-David

Butrans Rx's totaled 8,238 this week, an increase of 1.6% from last week's prescription count of 8,106. Share of EROs remained the same at 1.59% compared to last week.

Butrans® Rx's for the week ending February 10			
Strength	NRx	RRx	TRXs
5mcg	1,964	335	2,299
10mcg	3,059	731	3,790
20mcg	1,667	482	2,149
Total	6,690	1,548	8,238

Distribution of New versus Refill Rx's for Butrans Rx's			
Strength	NRx	RRx	TRXs
5mcg	85.4%	14.6%	100.0%
10mcg	80.7%	19.3%	100.0%

20mcg	77.6%	22.4%	100.0%
Total	81.0%	19.0%	100.0%

Distribution of Butrans Rxs by Strength			
Strength	NRx	RRx	TRXs
5mcg	29.4%	21.6%	27.9%
10mcg	45.7%	47.2%	46.0%
20mcg	24.9%	31.1%	26.1%
Total	100.0%	100.0%	100.0%

	Last Week		This Week	
	TRxs	Butrans Share	TRxs	Butrans Share
Total Butrans Relevant Market	5,398,020	0.15%	5,374,852	0.15%
Total Extended Release Opioid Market	510,384	1.59%	516,565	1.59%

To: Sackler, Dr Richard [REDACTED]@pharma.com]
From: Rosen, David (Marketing)
Sent: Wed 2/22/2012 2:08:04 PM
Subject: FW: Butrans latest data
Copy of Butrans Weekly Report 2-10-12_RS.xlsm

Here you go.

-David

From: Rosen, David (Marketing)
Sent: Tuesday, February 21, 2012 1:27 PM
To: Sackler, Dr Richard
Cc: Gasdia, Russell; Stewart, John H. (US); Innaurato, Mike
Subject: Butrans latest data

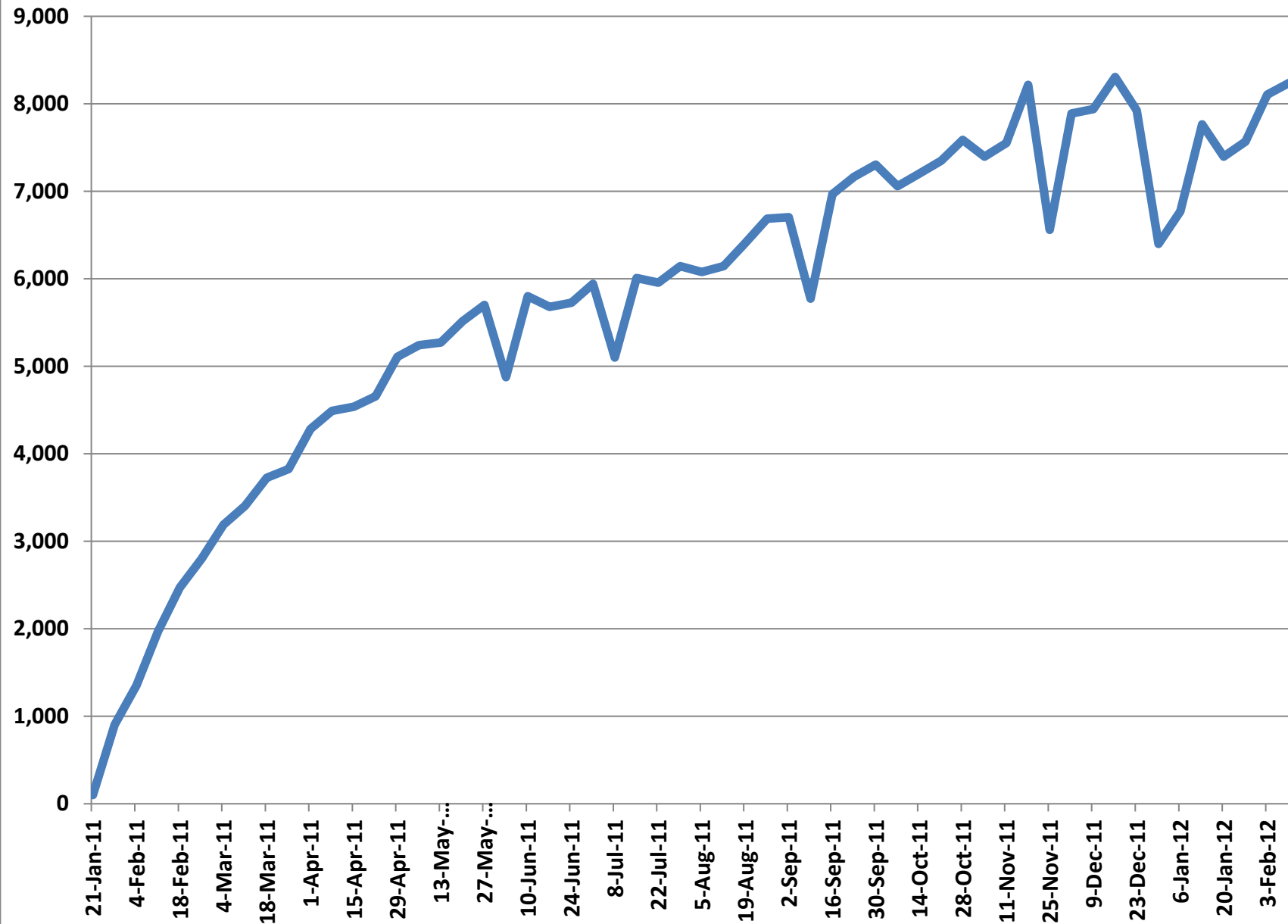
Hi, Dr. Richard. The graphs with the latest information are the last several worksheets in the report.

Thanks,
David

David Rosen
Director -- Forecasting, Analytics and Market Research
Purdue Pharma L.P.

Redacted

Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)



Weekly Report

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		Butrans New, Refill and Total Prescriptions by Strength													
		Total			5mcg			10mcg			20mcg			Total	
<u>Week #</u>	<u>Week Ending</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	5,305	1,255	6,560	1,626	305	1,931	2,363	573	2,936	1,316	377	1,693	80.9%	19.1%
Week 46	2-Dec-11	6,390	1,498	7,888	1,909	336	2,245	2,860	718	3,578	1,621	444	2,065	81.0%	19.0%
Week 47	9-Dec-11	6,461	1,479	7,940	1,933	360	2,293	3,031	677	3,708	1,497	442	1,939	81.4%	18.6%
Week 48	16-Dec-11	6,712	1,594	8,306	2,009	477	2,486	3,070	659	3,729	1,633	458	2,091	80.8%	19.2%
Week 49	23-Dec-11	6,419	1,505	7,924	1,967	382	2,349	2,875	671	3,546	1,577	452	2,029	81.0%	19.0%



		Distribution of Butrans Prescriptions by Strength									Distribution of Butrans Ne					
		5mcg				10mcg			20mcg			Total			5mcg	
<u>Week #</u>	<u>Week Ending</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	100.0%	24.8%	4.6%	29.4%	36.0%	8.7%	44.8%	20.1%	5.7%	25.8%	80.9%	19.1%	100.0%	84.2%	15.8%
Week 46	2-Dec-11	100.0%	24.2%	4.3%	28.5%	36.3%	9.1%	45.4%	20.6%	5.6%	26.2%	81.0%	19.0%	100.0%	85.0%	15.0%
Week 47	9-Dec-11	100.0%	24.3%	4.5%	28.9%	38.2%	8.5%	46.7%	18.9%	5.6%	24.4%	81.4%	18.6%	100.0%	84.3%	15.7%
Week 48	16-Dec-11	100.0%	24.2%	5.7%	29.9%	37.0%	7.9%	44.9%	19.7%	5.5%	25.2%	80.8%	19.2%	100.0%	80.8%	19.2%
Week 49	23-Dec-11	100.0%	24.8%	4.8%	29.6%	36.3%	8.5%	44.8%	19.9%	5.7%	25.6%	81.0%	19.0%	100.0%	83.7%	16.3%



		w, Refill and Total Prescriptions by Strength							Weekly Growth in Butrans New, Refill and Total Presc							
Week #	Week Ending	10mcg				20mcg			Total			5mcg			10mcg	
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 45	25-Nov-11	100.0%	80.5%	19.5%	100.0%	77.7%	22.3%	100.0%	-21.8%	-12.2%	-20.2%	-21.4%	-18.9%	-21.1%	-24.0%	-9.0%
Week 46	2-Dec-11	100.0%	79.9%	20.1%	100.0%	78.5%	21.5%	100.0%	20.5%	19.4%	20.2%	17.4%	10.2%	16.3%	21.0%	25.3%
Week 47	9-Dec-11	100.0%	81.7%	18.3%	100.0%	77.2%	22.8%	100.0%	1.1%	-1.3%	0.7%	1.3%	7.1%	2.1%	6.0%	-5.7%
Week 48	16-Dec-11	100.0%	82.3%	17.7%	100.0%	78.1%	21.9%	100.0%	3.9%	7.8%	4.6%	3.9%	32.5%	8.4%	1.3%	-2.7%
Week 49	23-Dec-11	100.0%	81.1%	18.9%	100.0%	77.7%	22.3%	100.0%	-4.4%	-5.6%	-4.6%	-2.1%	-19.9%	-5.5%	-6.4%	1.8%



Prescriptions by Strength

<u>Week #</u>	<u>Week Ending</u>	20mcg			
		<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 45	25-Nov-11	-21.5%	-18.1%	-11.1%	-16.6%
Week 46	2-Dec-11	21.9%	23.2%	17.8%	22.0%
Week 47	9-Dec-11	3.6%	-7.6%	-0.5%	-6.1%
Week 48	16-Dec-11	0.6%	9.1%	3.6%	7.8%
Week 49	23-Dec-11	-4.9%	-3.4%	-1.3%	-3.0%



[Butrans 10mcg Equivalents](#)
[Distribution of 10mcg Equivalents](#)
[Weekly Growth in 10mcg Equivalents](#)

<u>Week #</u>	<u>Week Ending</u>	Butrans 10mcg Equivalents				Distribution of Butrans 10mcg Equiv		
		Total TRx	5mcg TRx	10mcg TRx	20mcg TRx	Total TRx	5mcg TRx	10mcg TRx
Week 44	18-Nov-11	9,023	1,223	3,740	4,060	100.0%	13.6%	41.4%
Week 45	25-Nov-11	7,288	966	2,936	3,386	100.0%	13.2%	40.3%



		Valents
<u>Week #</u>	<u>Week Ending</u>	<u>20mcg</u> <u>TRx</u>
Week 44	18-Nov-11	45.0%
Week 45	25-Nov-11	46.5%



[TRxs by Channel](#)

[Distribution of Rx's by Channel](#)

[Weekly Growth in Butrans TRxs by Channel](#)

		Butrans TRxs (absolute) by Channel			
		Total	Retail	LTC	Mail
<u>Week #</u>	<u>Week Ending</u>				
Week 44	18-Nov-11	8,216	7,884	264	68
Week 45	25-Nov-11	6,560	6,293	180	87
Week 46	2-Dec-11	7,888	7,567	226	95
Week 47	9-Dec-11	7,940	7,609	239	92
Week 48	16-Dec-11	8,306	7,947	268	91
Week 49	23-Dec-11	7,924	7,613	199	112
Week 50	30-Dec-11	6,399	6,099	228	72
Week 51	6-Jan-12	6,770	6,450	279	41
Week 52	13-Jan-12	7,764	7,372	274	118
Week 53	20-Jan-12	7,396	7,044	242	110
Week 54	27-Jan-12	7,567	7,178	289	100
Week 55	3-Feb-12	8,106	7,665	328	113
Week 56	10-Feb-12	8,238	7,878	274	86
TOTAL	2011	276,395	265,903	7,908	2,584

Distribution of Butrans TRxs by Channel			
Total	Retail	LTC	Mail
100.0%	96.0%	3.2%	0.8%
100.0%	95.9%	2.7%	1.3%
100.0%	95.9%	2.9%	1.2%
100.0%	95.8%	3.0%	1.2%
100.0%	95.7%	3.2%	1.1%
100.0%	96.1%	2.5%	1.4%
100.0%	95.3%	3.6%	1.1%
100.0%	95.3%	4.1%	0.6%
100.0%	95.0%	3.5%	1.5%
100.0%	95.2%	3.3%	1.5%
100.0%	94.9%	3.8%	1.3%
100.0%	94.6%	4.0%	1.4%
100.0%	95.6%	3.3%	1.0%
100.0%	96.2%	2.9%	0.9%

[illegible]

Week #	<u>Week 53</u>	<u>Week 54</u>	<u>Week 55</u>	<u>Week 55</u>	<u>TOTAL</u>
Week Ending	<i>20-Jan-12</i>	<i>27-Jan-12</i>	<i>3-Feb-12</i>	<i>10-Feb-12</i>	<i>2011</i>

Week #	<u>Week 53</u>	<u>Week 54</u>	<u>Week 54</u>	<u>Week 54</u>	<u>TOTAL</u>
Week Ending	<i>20-Jan-12</i>	<i>27-Jan-12</i>	<i>3-Feb-12</i>	<i>10-Feb-12</i>	<i>2011</i>

Primary Care	38.1%	39.6%	38.4%	39.2%	38.4%
IM	10.2%	11.2%	10.5%	11.4%	9.8%
FP/GP	14.0%	15.3%	14.8%	15.2%	15.1%
Osteopathic Medicine	13.9%	13.1%	13.1%	12.6%	13.5%
NPs / PAs	15.4%	14.8%	15.1%	14.2%	13.0%
Nurse Practitioners	7.1%	7.1%	7.0%	6.9%	6.3%
Physician Assistants	8.3%	7.7%	8.1%	7.2%	6.7%
Primary Specialists*	40.8%	39.7%	40.5%	41.4%	42.0%
Anesthesiology/Pain	20.6%	19.7%	19.7%	20.8%	20.4%
Phys. Med. & Rehab	12.3%	12.1%	12.1%	12.5%	12.7%
Neurology	3.3%	2.9%	3.2%	3.2%	3.6%
Rheumatology	2.1%	2.8%	2.8%	2.5%	2.9%
Orthopedic Surgery	2.5%	2.2%	2.6%	2.4%	2.4%
All Other Specialties	4.5%	4.7%	4.7%	4.3%	4.7%
All Other Specialties	4.5%	4.7%	4.7%	4.3%	4.7%
Unspecified/Other	1.2%	1.2%	1.3%	0.9%	1.9%
Total Butrans Prescriptions	100.0%	100.0%	100.0%	100.0%	100.0%

	Week Forty-Eight as of 12/16				Week Forty-Nine of 12/23			
	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>
<u>PCP's</u>	<u>956</u>	<u>1,424</u>	<u>838</u>	<u>3,218</u>	<u>873</u>	<u>1,364</u>	<u>821</u>	<u>3,058</u>
FP/GP	364	538	330	1,232	346	520	339	1,205
Osteopathic Physicians	307	520	289	1,116	265	486	297	1,048
Internal Medicine	285	366	219	870	262	358	185	805
<u>NP's/PA's</u>	<u>364</u>	<u>549</u>	<u>339</u>	<u>1,252</u>	<u>339</u>	<u>511</u>	<u>316</u>	<u>1,166</u>
Physician Assistant	169	309	188	666	177	243	167	587
Nurse Practitioner	195	240	151	586	162	268	149	579
<u>Primary Specialists</u>	<u>992</u>	<u>1,554</u>	<u>768</u>	<u>3,314</u>	<u>985</u>	<u>1,450</u>	<u>774</u>	<u>3,209</u>
Anesthesiology/Pain	476	765	371	1,612	467	718	372	1,557
Physical Medicine	311	492	214	1,017	312	452	221	985
Neurology	73	112	72	257	58	95	86	239
Rheumatology	63	116	47	226	85	90	53	228
Orthopedic Surgeons	69	69	64	202	63	95	42	200
<u>All Other Specialties</u>	<u>128</u>	<u>154</u>	<u>78</u>	<u>360</u>	<u>107</u>	<u>165</u>	<u>77</u>	<u>349</u>
<u>Unknown/Other Specialty</u>	<u>46</u>	<u>48</u>	<u>68</u>	<u>162</u>	<u>45</u>	<u>56</u>	<u>41</u>	<u>142</u>
Grand Total	2,486	3,729	2,091	8,306	2,349	3,546	2,029	7,924

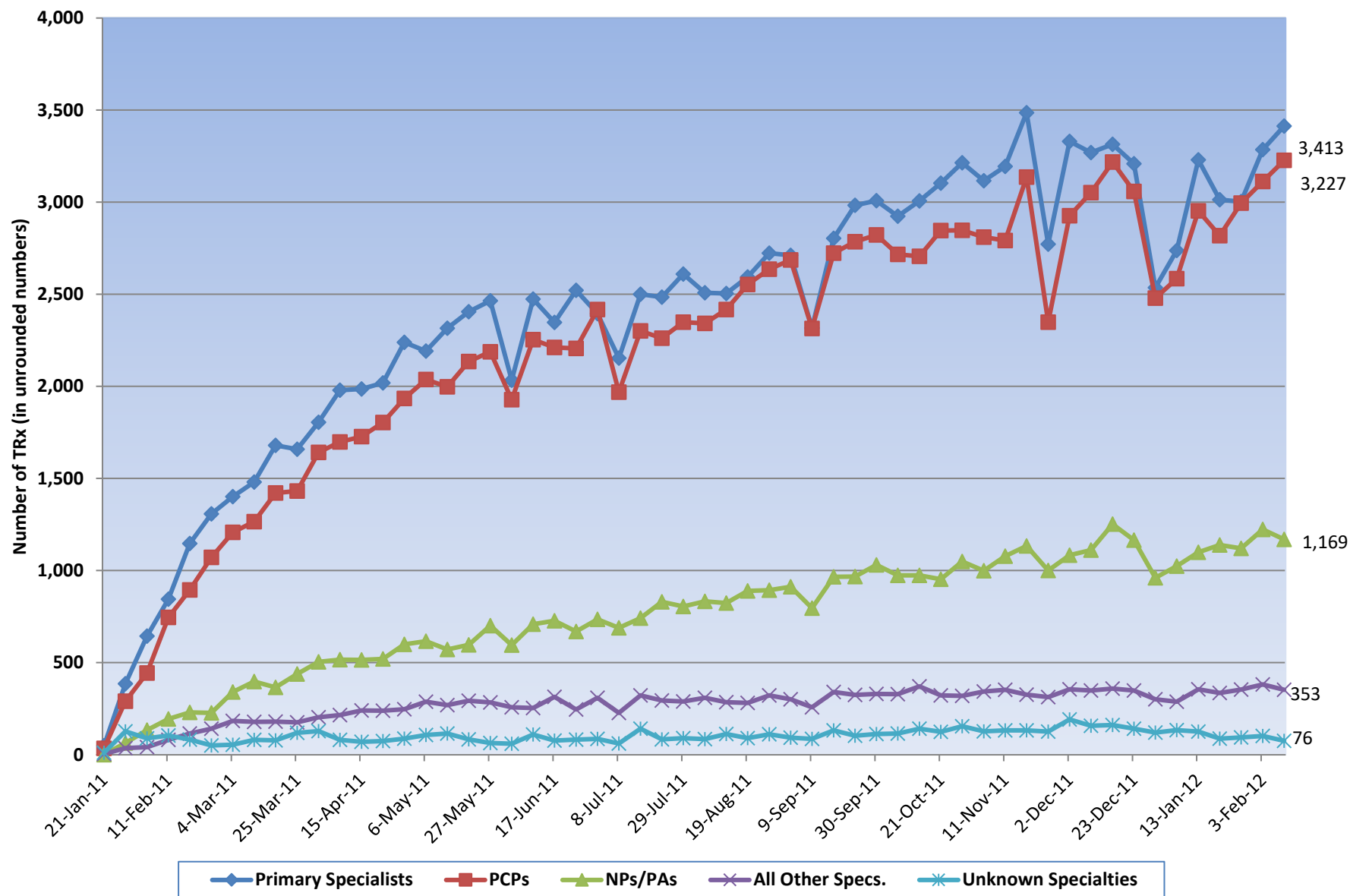
<u>Week #</u>	<u>Week Ending</u>	Number of Total Rx's (in absolute numbers)			
		<u>Anesth-Pain</u>	<u>FP/GP's</u>	<u>DO's</u>	<u>PMRs</u>
Week 45	25-Nov-11	20.4%	13.8%	12.2%	13.0%
Week 46	2-Dec-11	20.7%	14.4%	12.7%	12.7%

<u>Week #</u>	<u>Week Ending</u>	<u>IM's</u>	<u>PAs</u>	<u>NPs</u>	<u>All others</u>
Week 45	25-Nov-11	9.8%	7.7%	7.5%	13.6%
Week 46	2-Dec-11	10.0%	7.0%	6.7%	13.3%

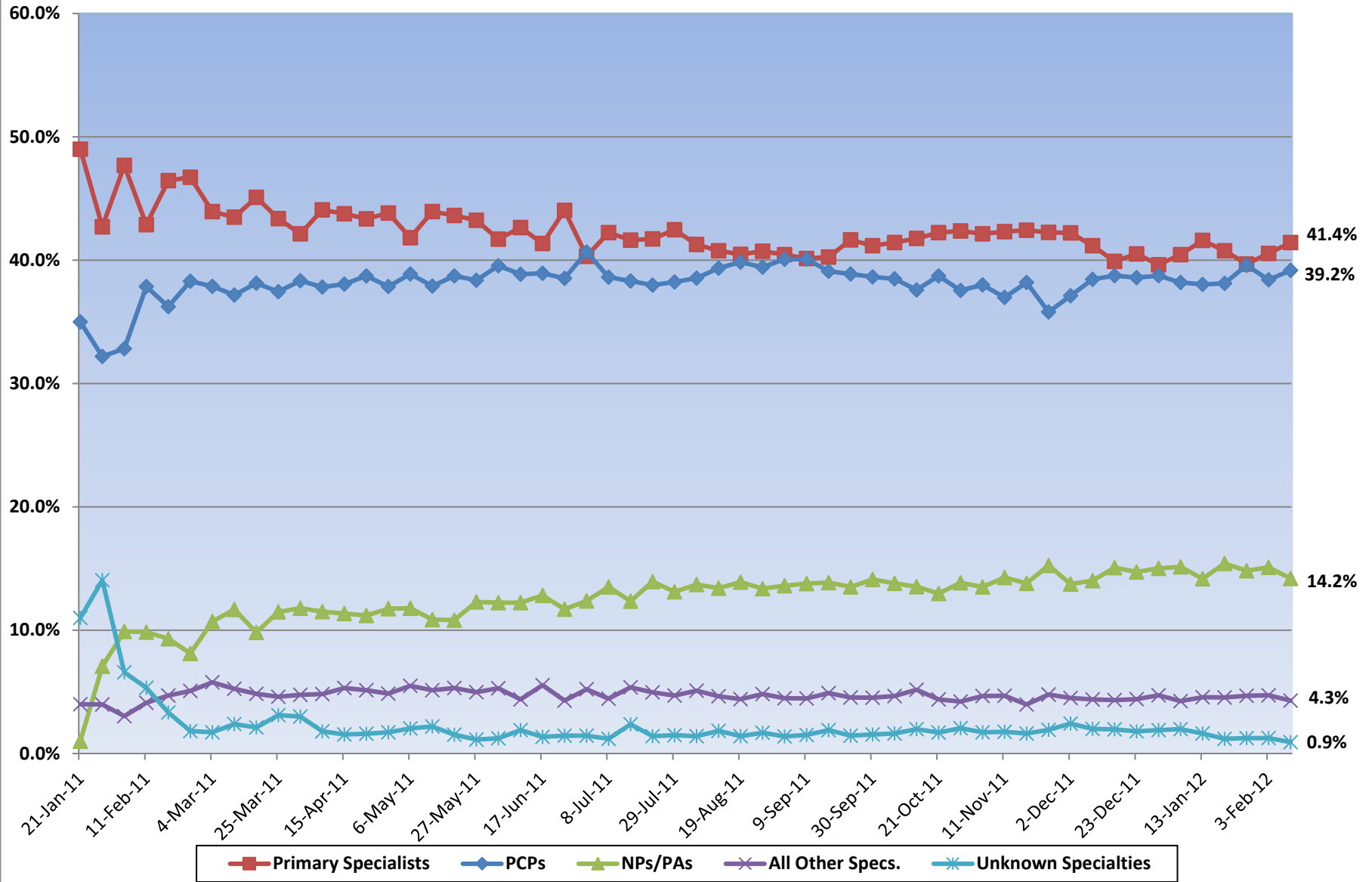
<u>Week #</u>	<u>Week Ending</u>	<u>Unknown Specialties</u>	<u>Grand Total</u>	<u>Neurology</u>	<u>Rheumatology</u>
Week 45	25-Nov-11	1.9%	100.0%	3.4%	2.8%
Week 46	2-Dec-11	2.4%	100.0%	3.5%	2.8%

<u>Week #</u>	<u>Week Ending</u>	<u>Orth. Surgeons</u>
Week 45	25-Nov-11	2.7%
Week 46	2-Dec-11	2.6%

Number of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 56 - February 10, 2012)

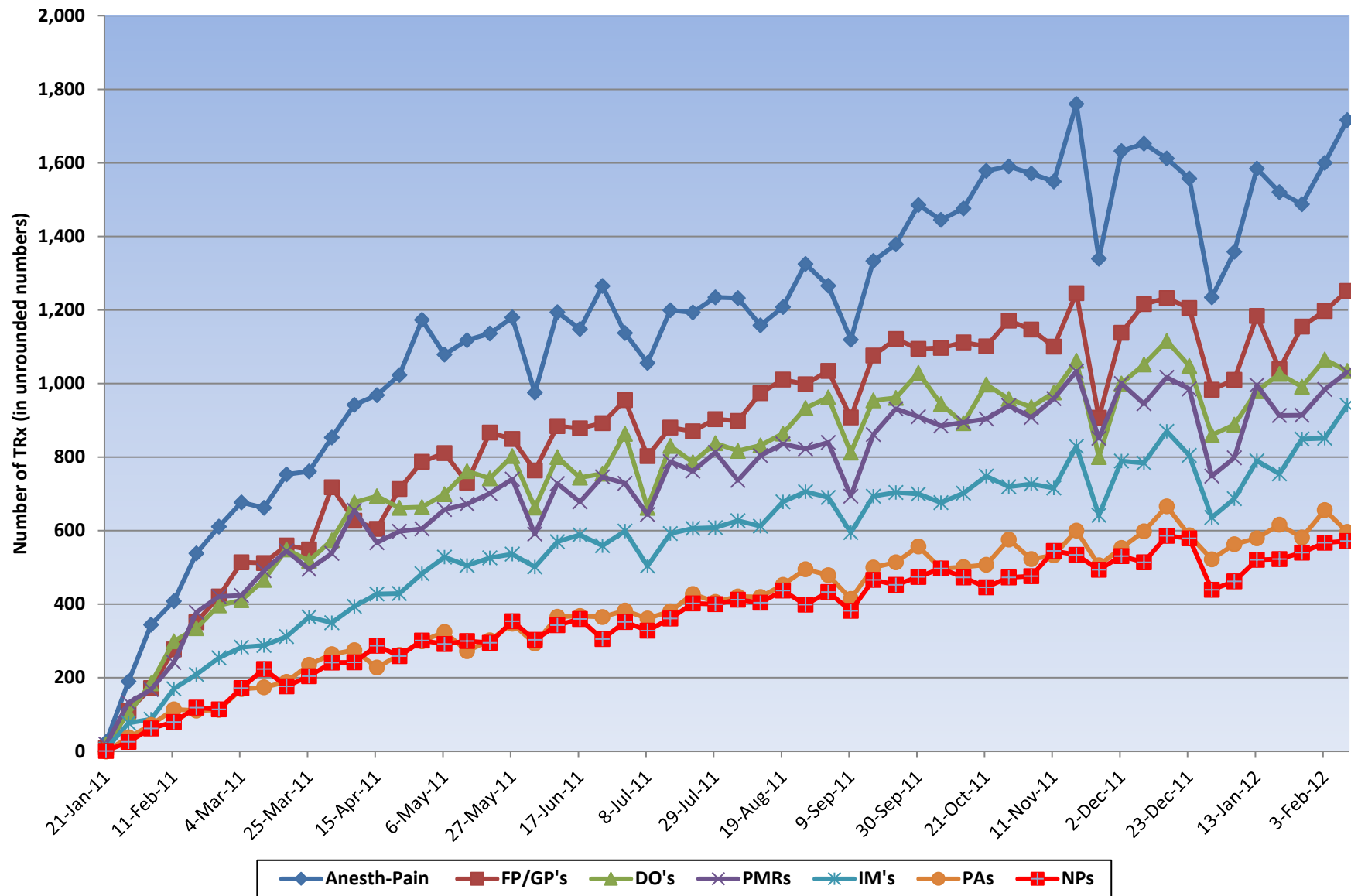


Percent Share of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 56 - February 10, 2012)



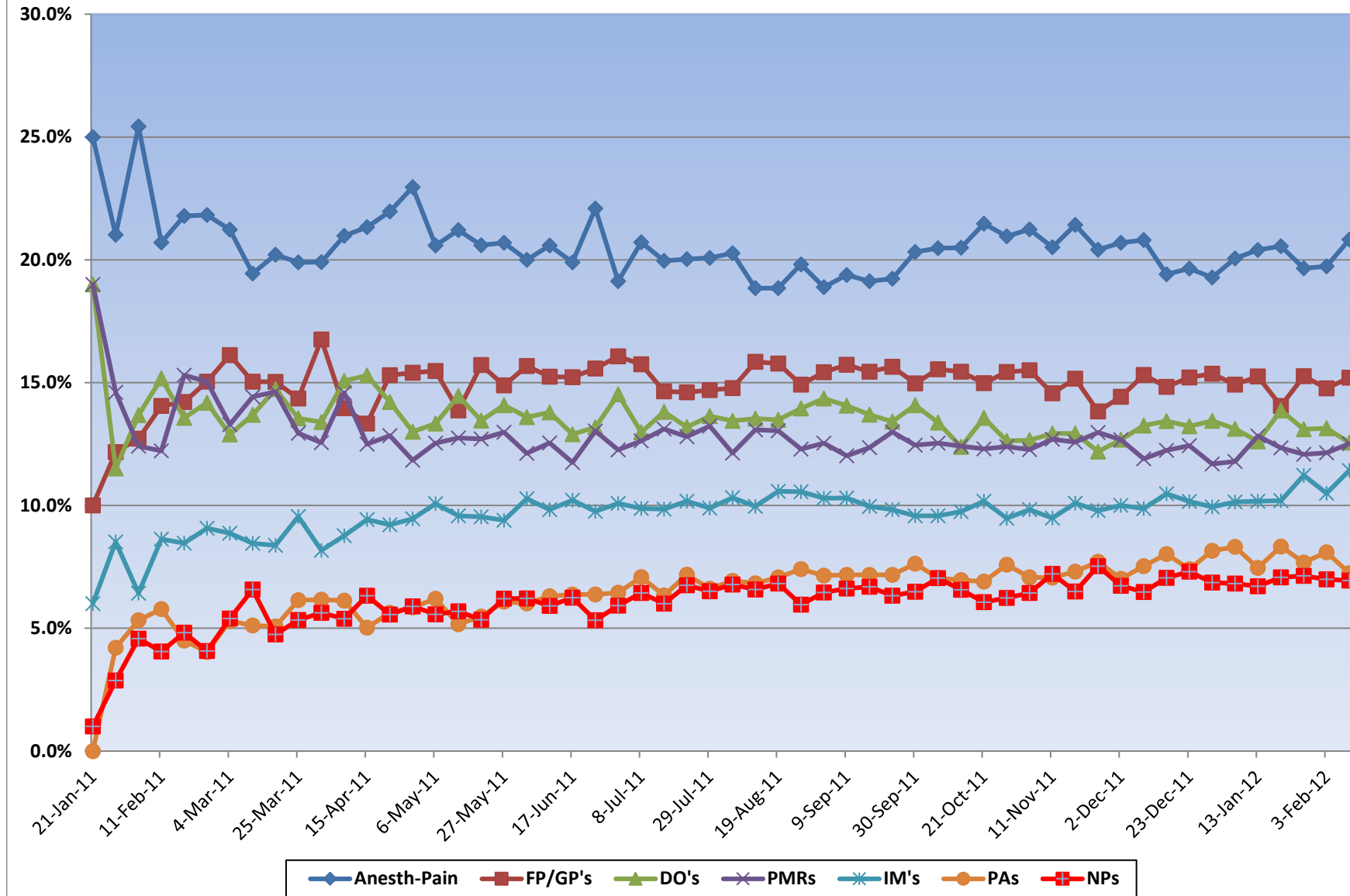
Number of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 56 - February 10, 2012)



Percent Share of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 56 - February 10, 2012)





[Extended Release Opioid Market - TRxs](#)
[Rx Share of Extended Release Opioid Market](#)
[Weekly Growth in Extended Release Opioid Market](#)

All channels of trade, combined

			Extended Release Opioid Market - Total Prescri					
<u>Week #</u>	<u>Week Ending</u>		<u>Butrans</u>	<u>Oxycodone ER</u>	<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>
Week 44	18-Nov-11	8,216	8,216	122,841	129,136	132,213	83,074	27,755
Week 45	25-Nov-11	6,560	6,560	108,349	114,425	114,875	73,415	24,061



		ptions						
<u>Week #</u>	<u>Week Ending</u>		<u>Exalgo</u>	<u>Nucynta ER</u>	<u>Total EROs</u>		<u>Butrans</u>	<u>Oxycodone ER</u>
Week 44	18-Nov-11	8,216	2,399	2,875	508,509	1.62%	1.62%	24.2%
Week 45	25-Nov-11	6,560	1,989	2,401	446,075	1.47%	1.47%	24.3%



			Share of Extended Release Opioid Market					
<u>Week #</u>	<u>Week Ending</u>		<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>	<u>Exalgo</u>	<u>Nucynta ER</u>
Week 44	18-Nov-11	8,216	25.4%	26.0%	16.3%	5.5%	0.5%	0.57%
Week 45	25-Nov-11	6,560	25.7%	25.8%	16.5%	5.4%	0.4%	0.54%



[Share of the Butrans Market TRXs](#)
[Weekly Growth in the Butrans Market](#)

All channels of trade, combined

		Butrans Market - Total Prescriptions					
<u>Week #</u>	<u>Week Ending</u>	<u>Butrans</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>	<u>Butrans</u>
Week 44	18-Nov-11	8,216	508,509	4,187,029	733,745	5,429,283	0.151%
Week 45	25-Nov-11	6,560	446,075	3,554,527	620,380	4,620,982	0.142%



		Share of the Butrans Market Prescriptions			
<u>Week #</u>	<u>Week Ending</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>
Week 44	18-Nov-11	9.4%	77.1%	13.5%	100.0%
Week 45	25-Nov-11	9.7%	76.9%	13.4%	100.0%

	Comparison of Butrans TRXs at		
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>
Week 1*	100	208	307
Week 2	900	347	651
Week 3	1,332	534	867
Week 4	1,940	904	933
Week 5	2,421	1,555	1,368
Week 6	2,737	1,633	1,739
Week 7	3,097	2,217	2,125
Week 8	3,312	2,447	1,843

	Comparison of Butrans TRXs at Launch versus Other			
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>
Week 1*	100	208	307	100
Week 2	900	347	651	218
Week 3	1,332	534	867	297
Week 4	1,940	904	933	370
Week 5	2,421	1,555	1,368	533
Week 6	2,737	1,633	1,739	678
Week 7	3,097	2,217	2,125	778
Week 8	3,312	2,447	1,843	855

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
Week 1*	100	208	307	100	404
Week 2	900	347	651	218	1,012
Week 3	1,332	534	867	297	1,407
Week 4	1,940	904	933	370	1,427
Week 5	2,421	1,555	1,368	533	1,851
Week 6	2,737	1,633	1,739	678	2,058
Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

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<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
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	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
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Week 8	3,312	2,447	1,843	855	2,110

Butrans Overview	16-Dec-11	23-Dec-11	30-Dec-11
Total Prescriptions	8,306	7,924	6,399
Total Unique Store Count	5,181	5,381	4,061
Total Patches Ordered	31,092	32,864	23,864

Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	2,486	2,349	1,751
10mcg	3,729	3,546	2,936
20mcg	2,091	2,029	1,712
Total	8,306	7,924	6,399

% of Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	29.9%	29.6%	27.4%
10mcg	44.9%	44.8%	45.9%
20mcg	25.2%	25.6%	26.8%
Total	100.0%	100.0%	100.0%

Butrans Unique Store Count	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	1,682	1,758	1,260
10mcg	2,547	2,676	1,924
20mcg	1,498	1,542	1,249
Total	5,181	5,381	4,061

Butrans Unique Store Count %*	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	32.5%	32.7%	31.0%
10mcg	49.2%	49.7%	47.4%
20mcg	28.9%	28.7%	30.8%

* Percent is based on the total number of unique outlets that ordered Butrans

Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	8,816	9,500	6,972
10mcg	14,292	15,168	10,332
20mcg	7,984	8,196	6,560
Total	31,092	32,864	23,864

% of Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	28.4%	28.9%	29.2%
10mcg	46.0%	46.2%	43.3%
20mcg	25.7%	24.9%	27.5%
Total	100.0%	100.0%	100.0%

Butrans®	1 Week Growth	4 Week Growth	8 Week Growth
Total Prescriptions	-19.2%	1.2%	4.7%
Total Unique Store Count	-24.5%	1.2%	2.7%
Total Patches Ordered	-27.4%	0.4%	3.8%

Total Prescriptions

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-25.5%	-0.4%	-2.2%
10mcg	-17.2%	1.3%	5.4%
20mcg	-15.6%	2.9%	12.8%

Total Store Count

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-28.3%	-3.2%	-3.0%
10mcg	-28.1%	2.1%	3.8%
20mcg	-19.0%	-0.4%	8.7%

Total Patches Ordered

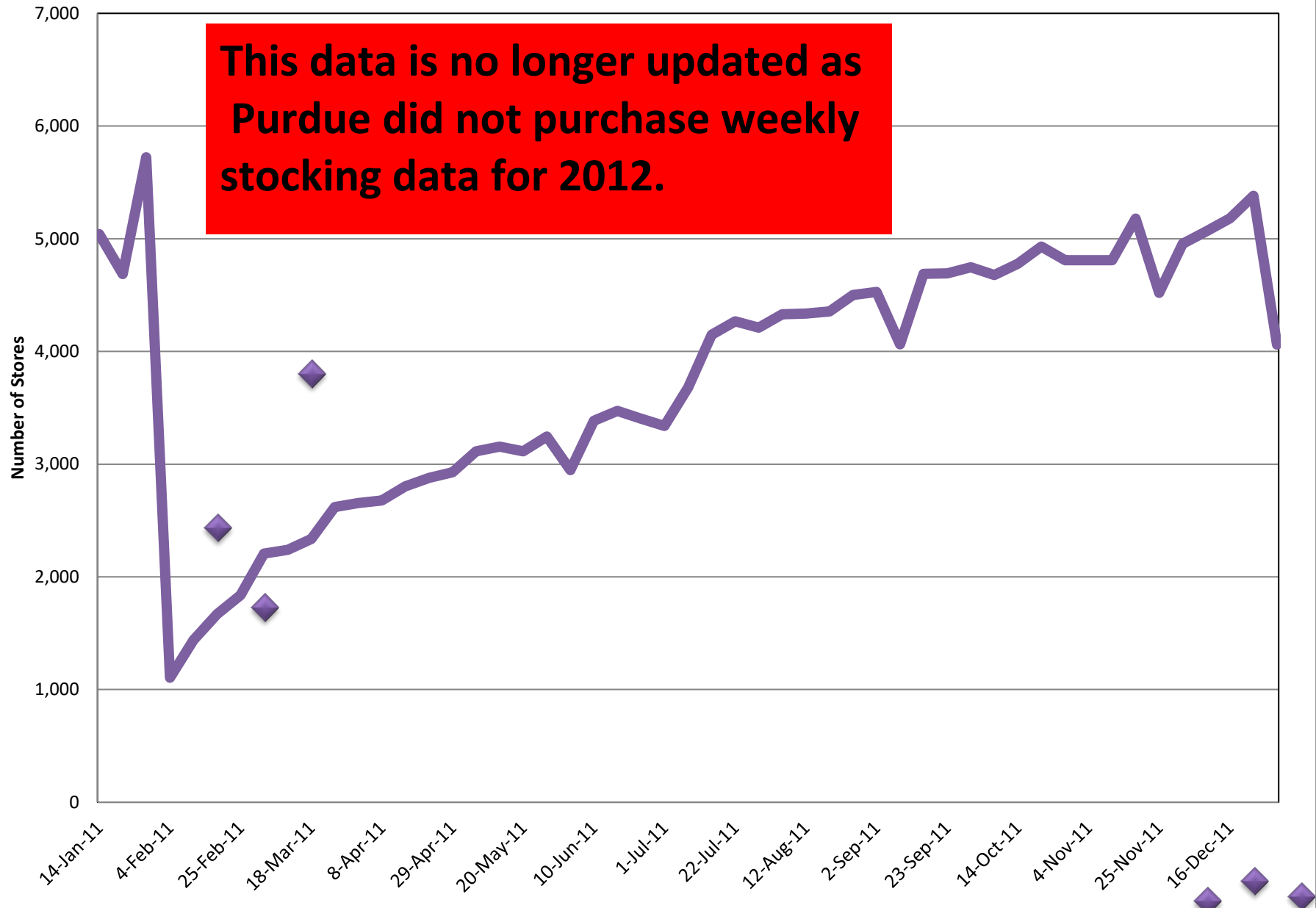
Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-26.6%	-4.9%	-2.0%
10mcg	-31.9%	3.8%	5.9%
20mcg	-20.0%	0.9%	7.3%

<u>Week Ending</u>	TOTAL PRESCRIPTIONS				TOTAL STORE	
	5mcg	10mcg	20mcg	TOTAL	5mcg	10mcg
December 2, 2011	2,245	3,578	2,065	7,888	1,592	2,354
December 9, 2011	2,293	3,708	1,939	7,940	1,651	2,537
December 16, 2011	2,486	3,729	2,091	8,306	1,682	2,547

<u>Week Ending</u>	COUNTS		TOTAL PACKAGES (OF 4) ORDERED				
	20mcg	TOTAL	5mcg	10mcg	20mcg	TOTAL	5mcg
December 2, 2011	1,559	4,955	2,151	3,256	2,058	7,465	8,604
December 9, 2011	1,431	5,066	2,177	3,690	1,955	7,822	8,708
December 16, 2011	1,498	5,181	2,204	3,573	1,996	7,773	8,816

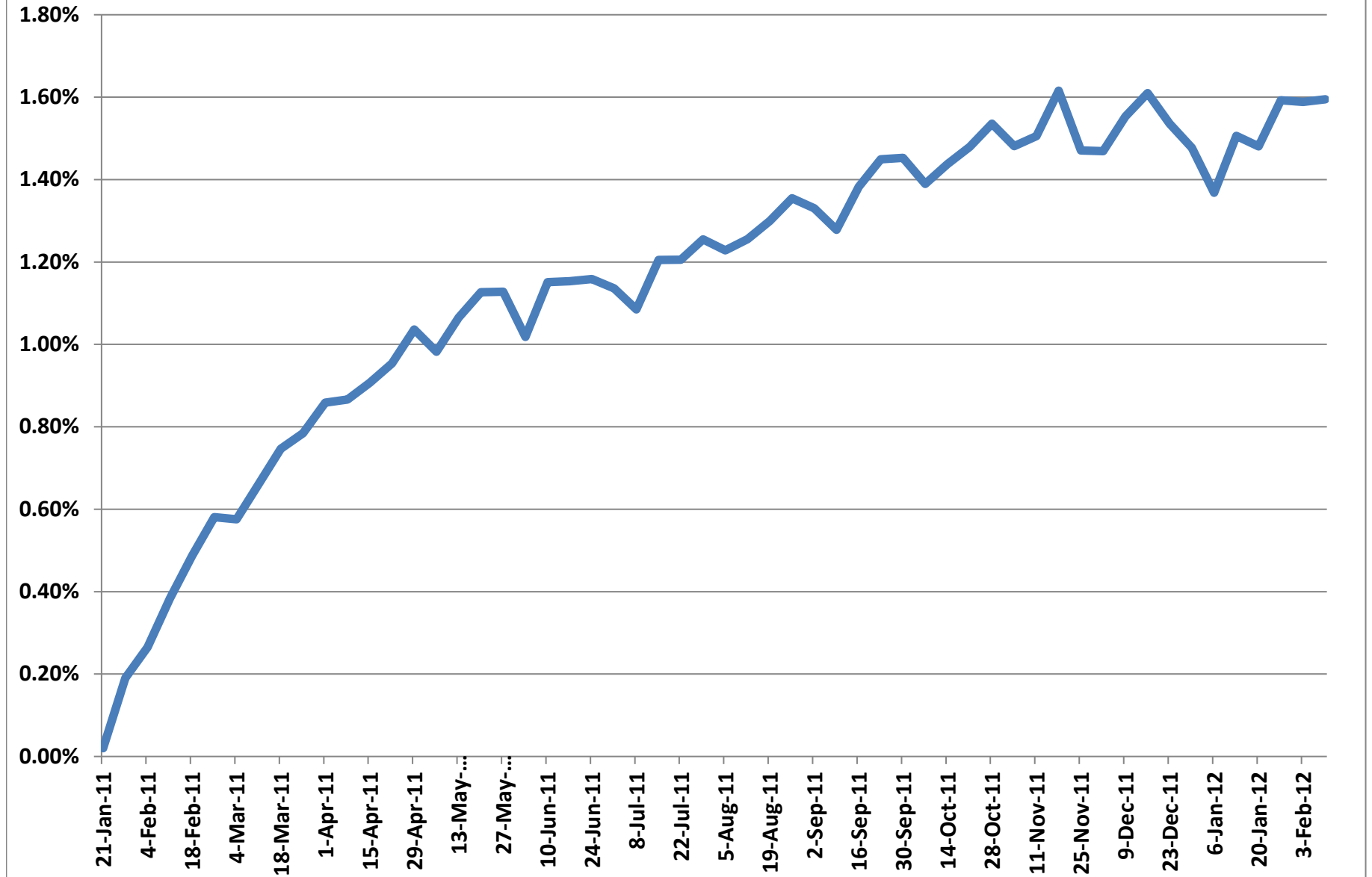
<u>Week Ending</u>	TOTAL PATCHES ORDERED		
	10mcg	20mcg	TOTAL
December 2, 2011	13,024	8,232	29,860
December 9, 2011	14,760	7,820	31,288
December 16, 2011	14,292	7,984	31,092

Number of Unique Stores Stocking Butrans



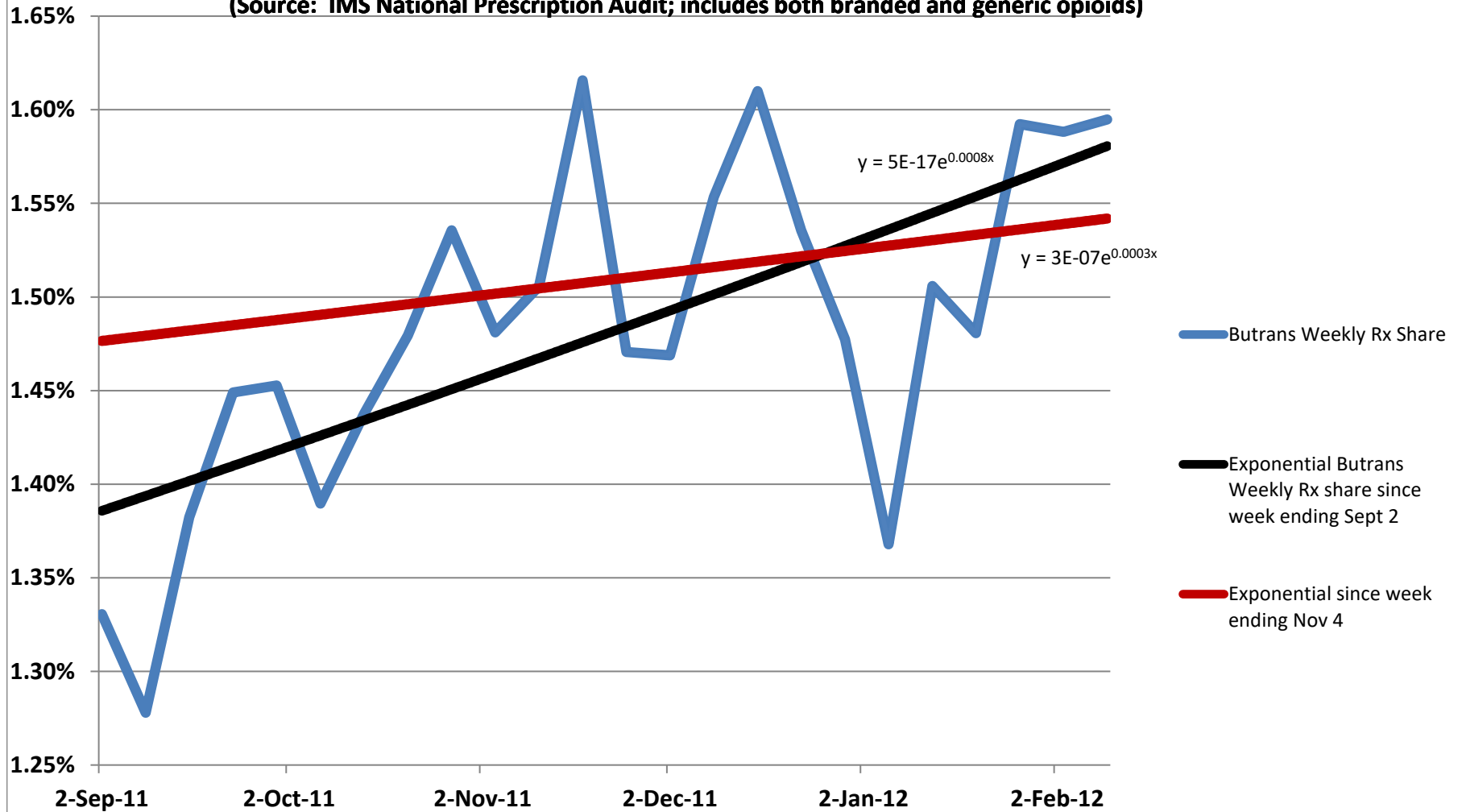
Butrans Weekly Extended Release Opioid Rx Share

(Source: IMS National Prescription Audit; includes both brand and generic opioids)

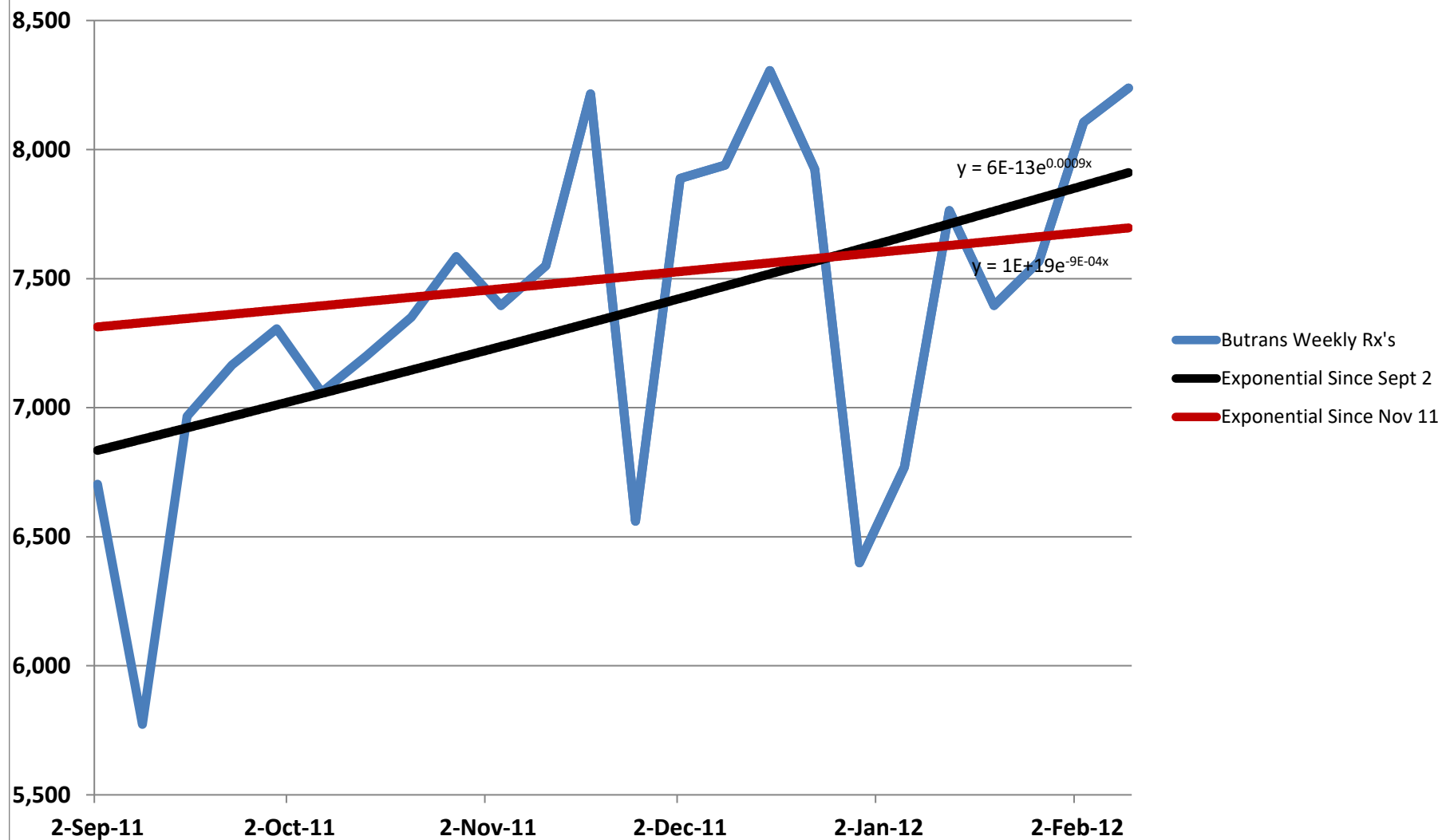


Detailed Butrans Weekly Extended Release Opioid Market Share

(Source: IMS National Prescription Audit; includes both branded and generic opioids)

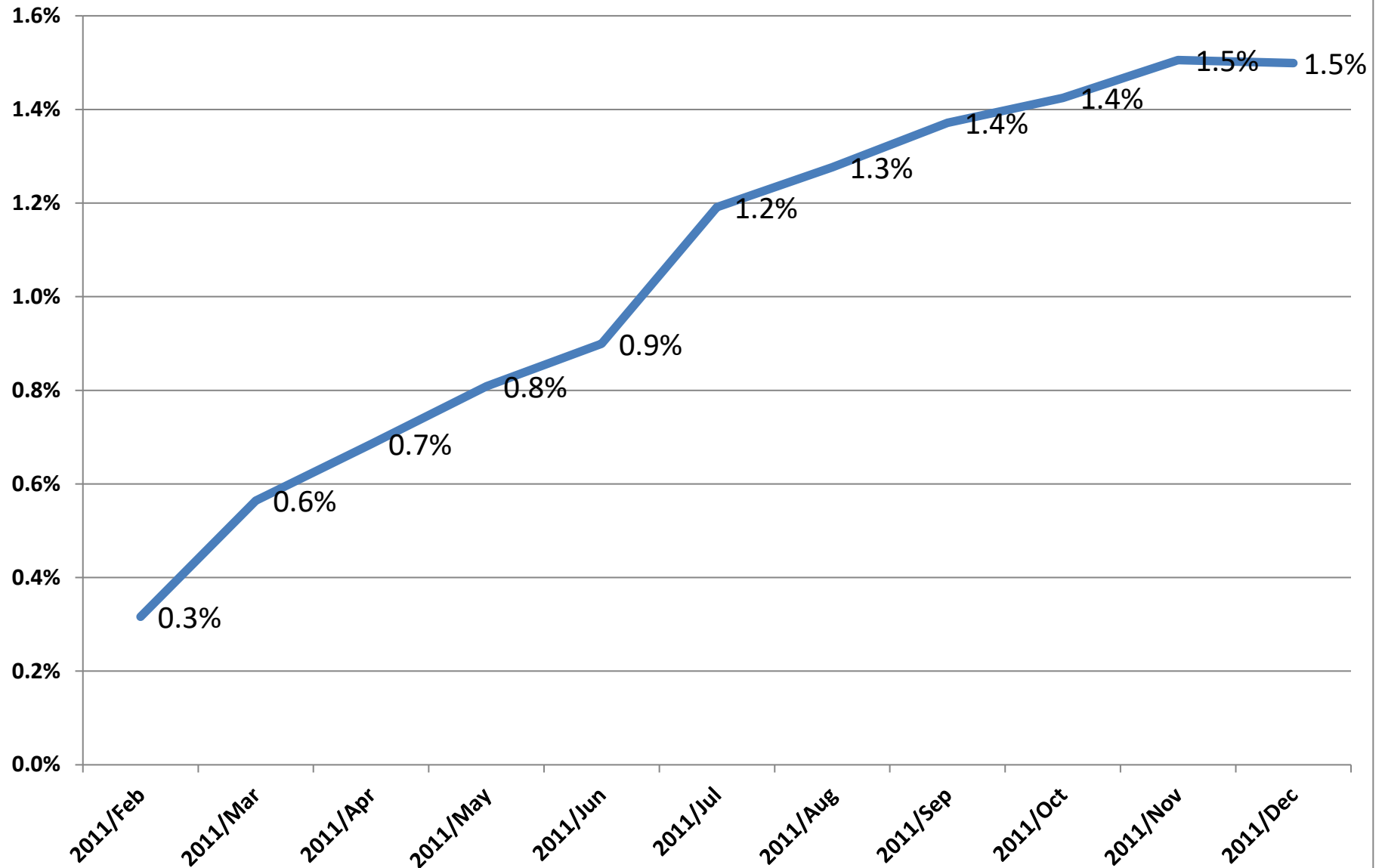


Detailed Butrans Weekly Rx's (Source: IMS National Prescription Audit)

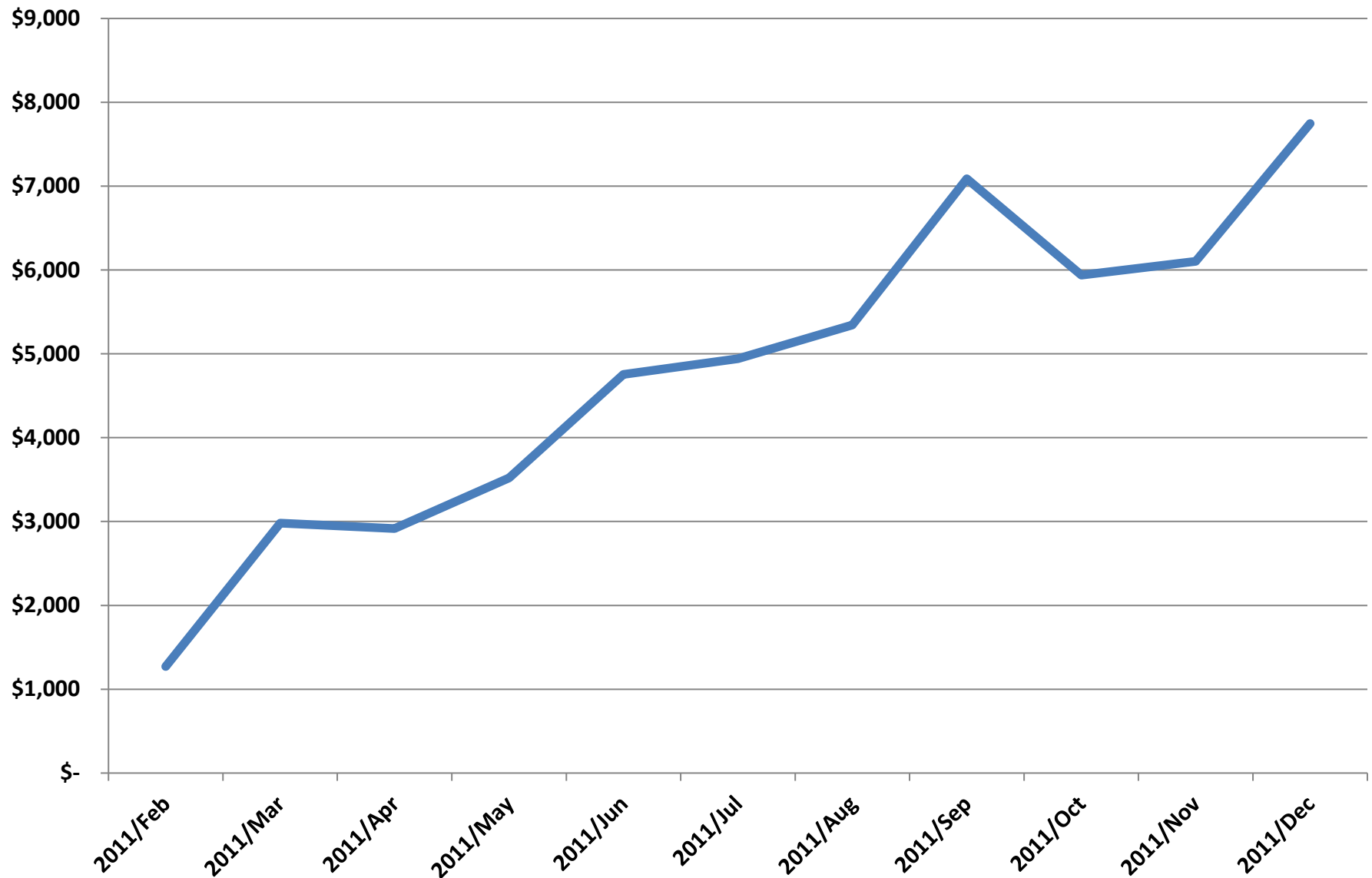


Butrans US Dollar Share of the Extended Release Opioid Market

(Source: IMS National Sales Perspective; includes branded and generic opioids)



Butrans monthly US Dollars Sold -- Wholesaler to Retailer --Excluding Jan Stocking (source: IMS National Sales Perspective)



Dollars	2011/Jan	2011/Feb	2011/Mar	2011/Apr
Butrans	\$4201.00	\$1271.00	\$2982.00	\$2915.00
Fentanyl	\$83384.00	\$71833.00	\$92359.00	\$76349.00
Hydromorphone	\$4039.00	\$4339.00	\$5952.00	\$5057.00
Methadone	\$3980.00	\$3966.00	\$4997.00	\$3922.00
Morphine	\$59534.00	\$57912.00	\$70026.00	\$56299.00
Oxycodone	\$228847.00	\$220006.00	\$296010.00	\$236229.00
Oxymorphone	\$39656.00	\$42581.00	\$56222.00	\$44684.00
Tapentadol				
Long-Acting Opioids	\$423641.00	\$401908.00	\$528548.00	\$425455.00

Butrans US Dollar Share of the Extended Release	1.0%	0.3%	0.6%	0.7%
---	------	------	------	------

2011/May	2011/Jun	2011/Jul	2011/Aug	2011/Sep	2011/Oct	2011/Nov
\$3520.00	\$4756.00	\$4941.00	\$5345.00	\$7089.00	\$5940.00	\$6103.00
\$83205.00	\$98072.00	\$78986.00	\$78549.00	\$96933.00	\$77315.00	\$74228.00
\$5416.00	\$6837.00	\$5791.00	\$6044.00	\$8051.00	\$6575.00	\$6270.00
\$4008.00	\$4913.00	\$3922.00	\$3867.00	\$4795.00	\$3880.00	\$3783.00
\$55696.00	\$67414.00	\$51117.00	\$52627.00	\$63197.00	\$51319.00	\$48851.00
\$236185.00	\$286837.00	\$219973.00	\$220724.00	\$268546.00	\$213698.00	\$208326.00
\$47365.00	\$60051.00	\$50094.00	\$51642.00	\$65748.00	\$54458.00	\$54293.00
				\$2597.00	\$3813.00	\$3540.00
\$435395.00	\$528880.00	\$414824.00	\$418798.00	\$516956.00	\$416998.00	\$405394.00

0.8%

0.9%

1.2%

1.3%

1.4%

1.4%

1.5%

2011/Dec	2011
\$7747.00	\$56810.00
\$95891.00	\$1007104.00
\$8636.00	\$73007.00
\$4831.00	\$50864.00
\$55645.00	\$689637.00
\$267808.00	\$2903189.00
\$71656.00	\$638450.00
\$4574.00	\$14524.00
\$516788.00	\$5433585.00

1.5% 1.0%

To: Rosen, David (Marketing) [REDACTED]@pharma.com]
From: Sackler, Dr Richard
Sent: Wed 2/22/2012 2:28:08 PM
Subject: Re: Butrans latest data

Not down anymore, but it isn't growing, yet.

Can you do a statistical test to determine how many weeks we've been statistically flat? If you're not clear on my question, just call my office.

From: "Rosen, David (Marketing)" [REDACTED]@pharma.com>
Date: Wed, 22 Feb 2012 14:08:04 -0500
To: "Richard S. Sackler" [REDACTED]@pharma.com>
Subject: FW: Butrans latest data

Here you go.

-David

From: Rosen, David (Marketing)
Sent: Tuesday, February 21, 2012 1:27 PM
To: Sackler, Dr Richard
Cc: Gasdia, Russell; Stewart, John H. (US); Innaurato, Mike
Subject: Butrans latest data

Hi, Dr. Richard. The graphs with the latest information are the last several worksheets in the report.

Thanks,
David

David Rosen
Director -- Forecasting, Analytics and Market Research
Purdue Pharma L.P.

Redacted

To: Rosen, David (Marketing [REDACTED]@pharma.com]
From: Sackler, Dr Richard
Sent: Thur 2/23/2012 9:25:11 PM
Subject: Re: Butrans latest data

David,
Suggestion.

Test each period the exponential fit with a flat line zero slope averaged mkt sh or rx for that chart and find when they are significantly different from the exponential fit.

From: "Rosen, David (Marketing)" <[REDACTED]@pharma.com>
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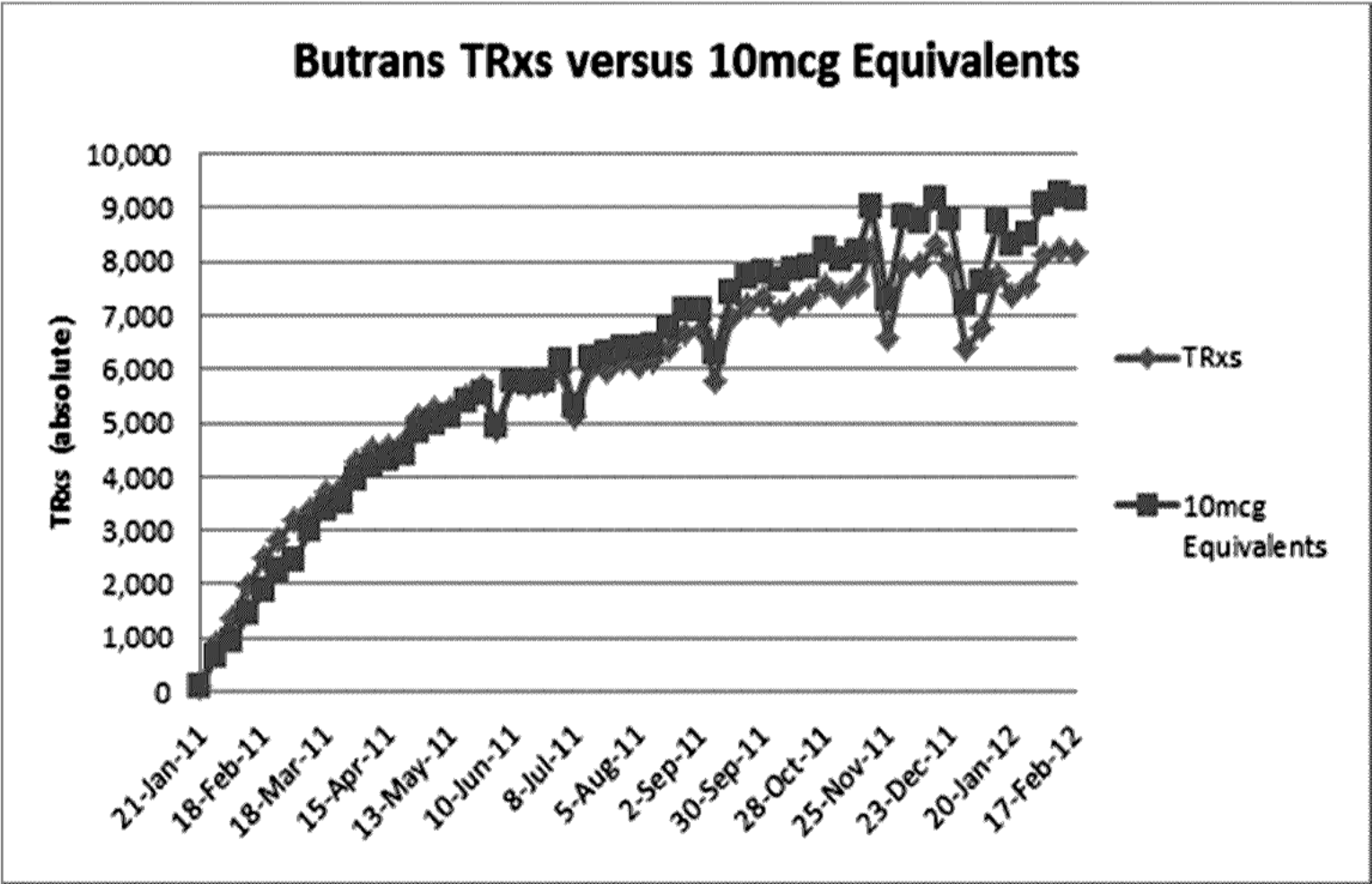
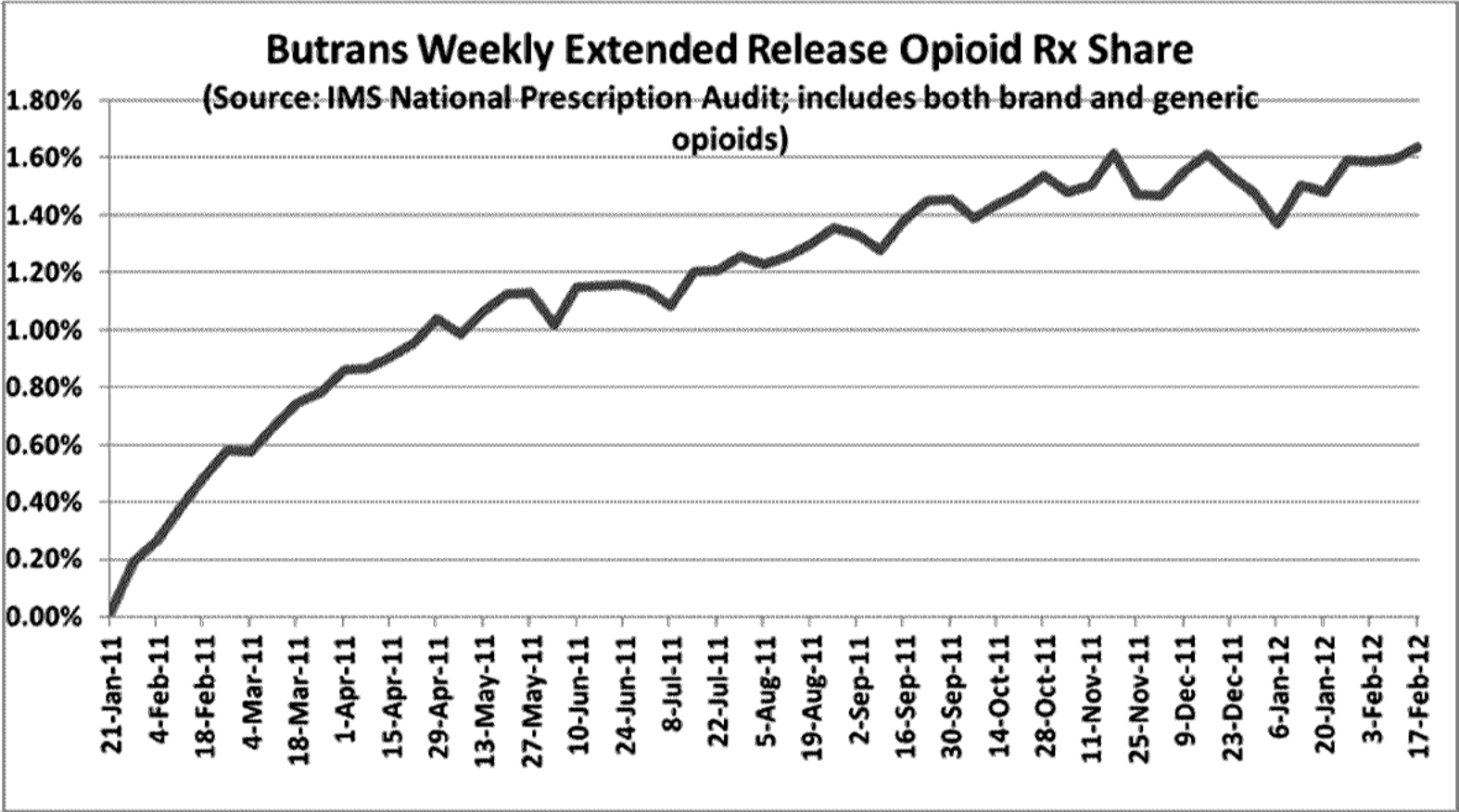
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David

David Rosen
Director -- Forecasting, Analytics and Market Research
Purdue Pharma L.P.

Redacted

From: Gasdia, Russell
Sent: 2012年2月28日 13:11
To: Sackler, Dr Richard; Sackler, Jonathan; Sackler, Mortimer D.A.; Sackler, Dr Raymond R; Sackler, Dr Kathe; Sackler, Theresa; Boer, Peter; Lewent, Judy; Pickett, Cecil; Baker, Stuart D.
CC: Stewart, John H. (US); Mahony, Edward; Mallin, William; Dolan, James; [REDACTED] Landau, Dr. Craig; Long, David; Lundie, David; Abrams, Robin; Silbert, Richard W; Strassburger, Philip
Subject: Butrans Weekly Report for the week ending February 17, 2012 - FYI
Attachments: Butrans Weekly Report 2-17-12.xlsm

- This is the Butrans report for the data week ending February 17, 2012
 - Butrans total prescriptions for the week of February 17, accounted for 8,187 Rxs compared to last week’s prescription count of 8,238.
 - Butrans share of ERO Rx segment was 1.64% this week, compared to 1.59% last week. 1.64% of the ERO market is the highest share since the launch of Butrans (See first graph below)
 - The 10mcg equivalent Rxs has been increasing (value of Rx) as the 10mcg/hr and 20mcg/hr are slightly ahead of forecast (see second graph below)





Weekly Prescriptions and Stocking Report for the Week Ending February 17, 2012

****Please note:***

- Prescriptions are inclusive of retail, long term care, and mail service channels.*
- Stocking data is not available for 2012 as Purdue no longer purchases the weekly data .*
- The store count and patches ordered data reflect all channels of trade.*
- The store count reflects the number of outlets that ordered products during the given time period.*
- Wal-Mart, Target and Kroger data are not included in the stocking data.*

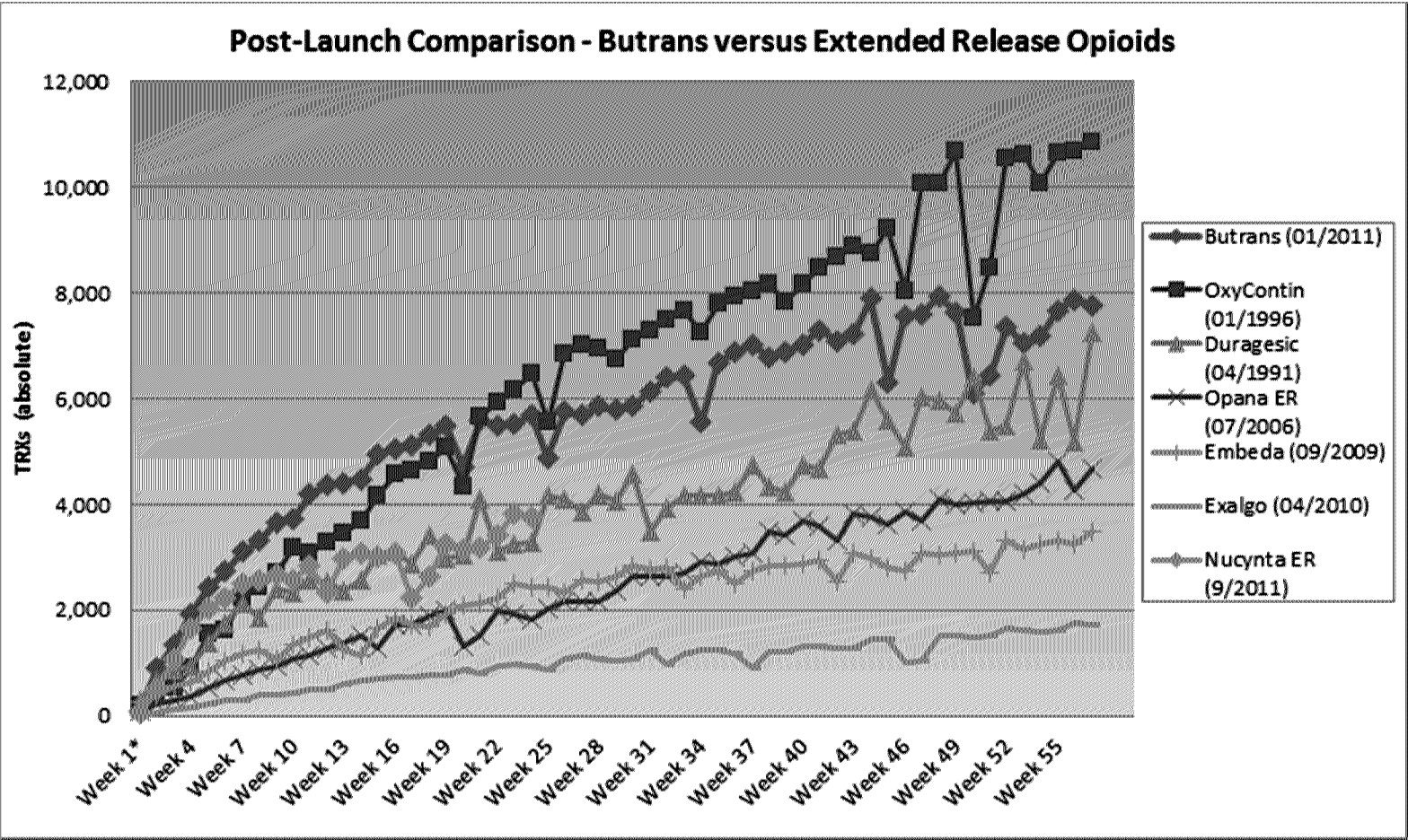
1. Weekly Rx Snapshot for Week 57 of Butrans Launch

- The new Butrans Trial Offer \$0 copay began the week ending January 27.
- Butrans total prescriptions for the week of February 17, accounted for 8,187 Rxs compared to last week’s prescription count of 8,238.
- Butrans share of ERO Rx segment was 1.64% this week, compared to 1.59% last week. 1.64% of the ERO market is the highest share since the launch of Butrans.**

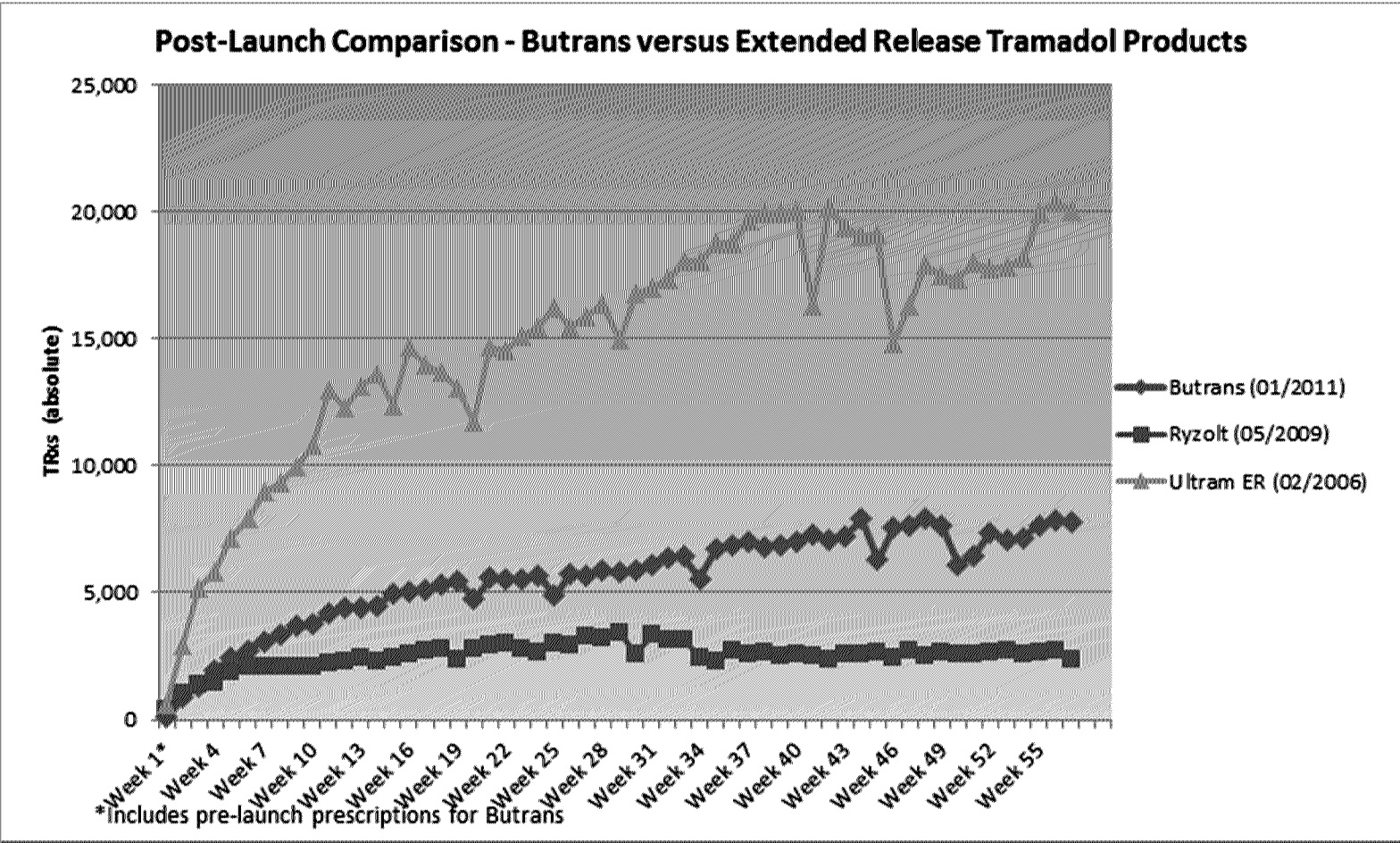
Key Metrics		Actual	
Latest weekly Butrans TRx volume		8,187	
Latest weekly Butrans NRx volume		6,596	
Year to date 2012 TRxs		54,028	
Latest weekly Butrans growth rate		-0.6%	
Latest weekly distribution by Butrans dosage strength		TRxs	%
	5mcg	2,315	28.3%
	10mcg	3,735	45.6
	20mcg	2,137	26.1
	Total	8,187	100.0%
Latest weekly growth rate for Extended Release Opioids (EROs)		-3.2%	
Latest weekly Butrans share of Extended Release Opioids (EROs)		1.64%	

2. Launch Comparison (Retail Only)

- The following is a post launch comparison of Butrans versus other extended release opioids and Butrans versus extended release Tramadol products. At 57 weeks post-launch, Butrans retail Rxs (8,187) continued to outpace all launched EROs with the exception of OxyContin.
- At 24 weeks post-launch, Butrans outpaced all EROs, including recently introduced Nucynta ER which is tracking similarly to Duragesic’s launch.

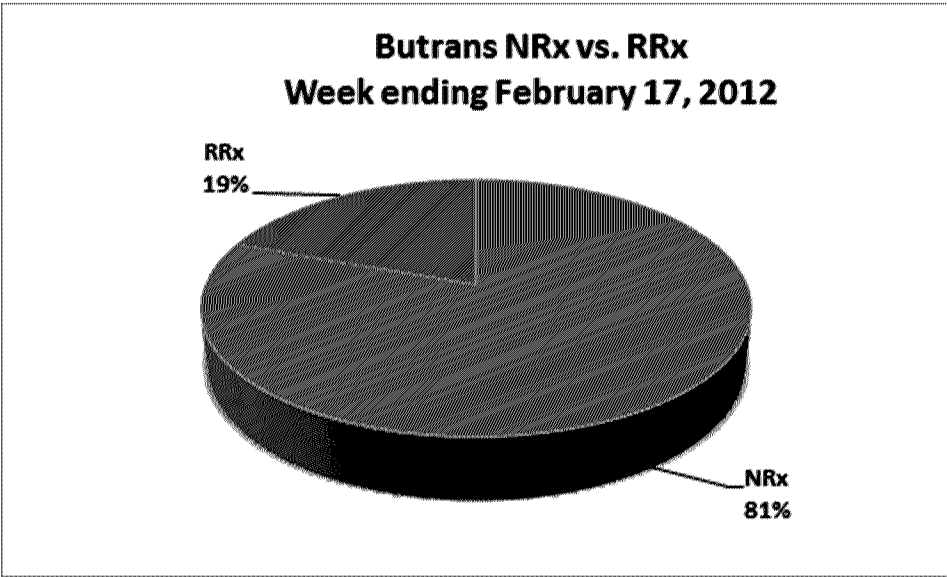
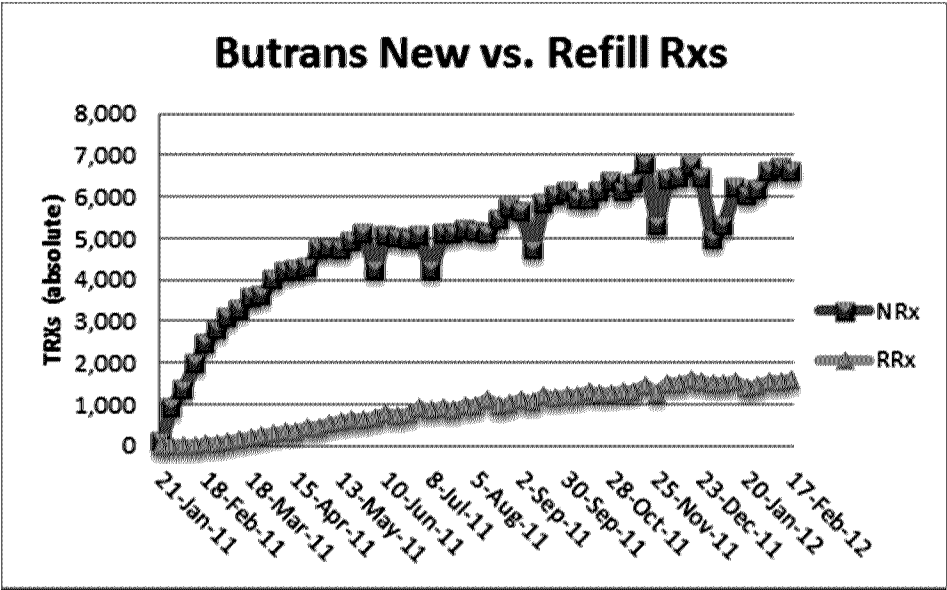


*Includes pre-launch prescriptions



3. New vs. Refill Prescriptions

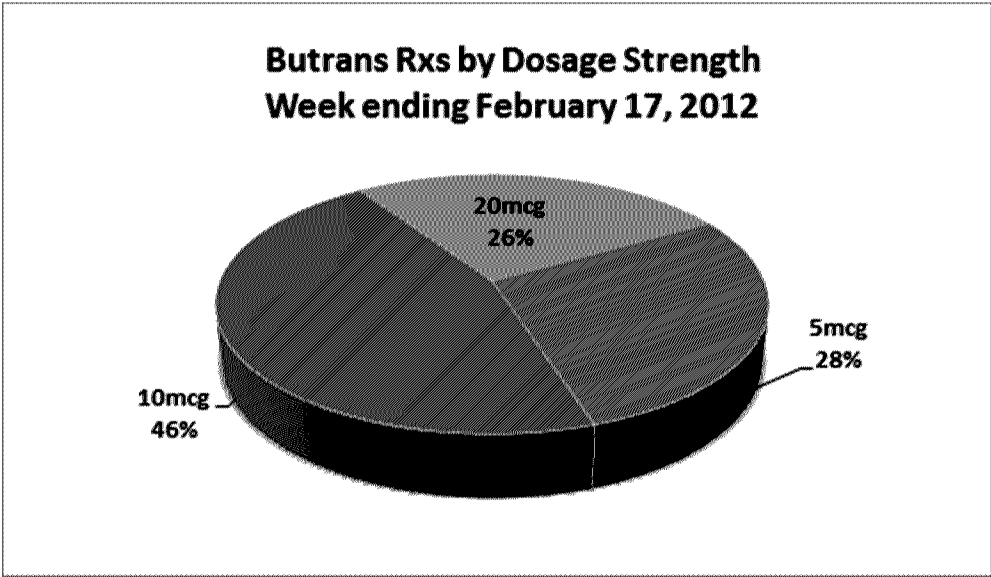
- Latest weekly new and refill Rxs are shown as follows:



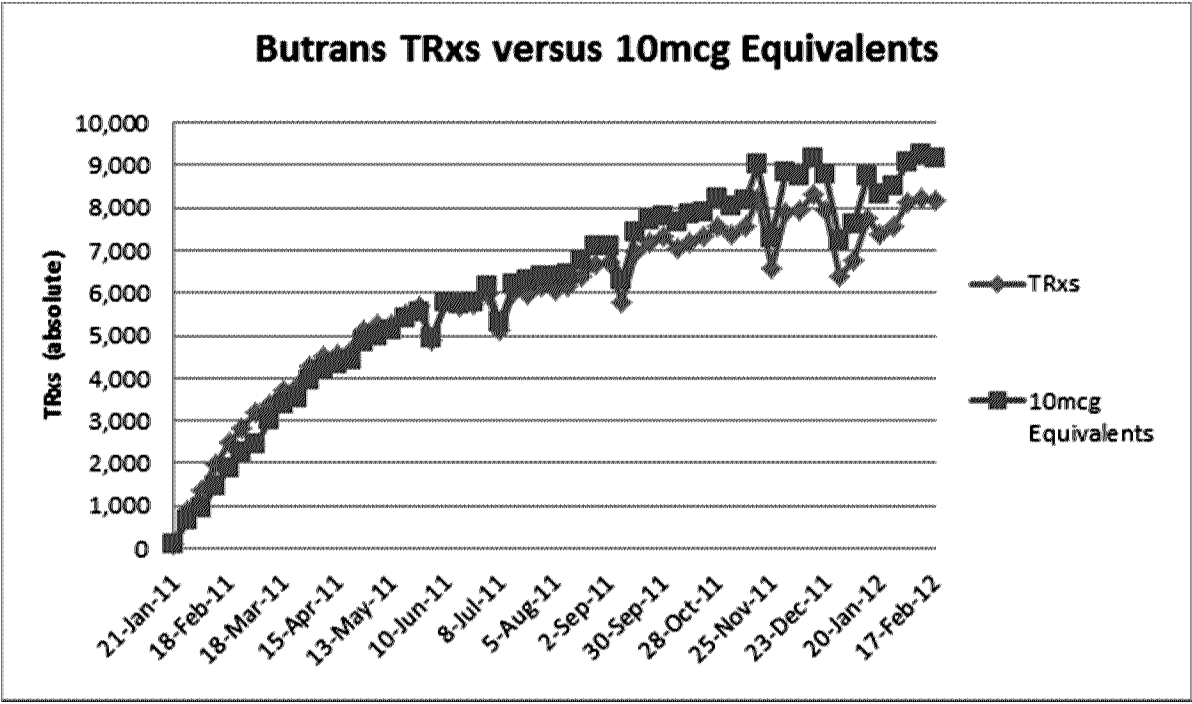
4. Prescriptions by Dosage Strength

- In order to meet the 2012 prescription target of 604,500 Rxs, Butrans prescriptions must increase at an average of 190.5 Rxs each week, starting with the Rx total for the week ending January 6th (6,770). Butrans Rxs must also achieve a year end distribution of 5mcg/hr at 30%, 10mcg/hr at 45% and 20mcg/hr at 25% in order to meet demand forecast of \$132mm. Progress against the Rx target is shown in the following figures:

	<u>Week Prior</u>	<u>Last Week</u>	<u>Current Week</u>	<u>YTD</u>	<u>Goal</u>
5mcg	28.7%	27.9%	28.3%	28.1%	30.0%
10mcg	45.2%	46.0%	45.6%	45.7%	45.0%
20mcg	26.1%	26.1%	26.1%	26.2%	25.0%

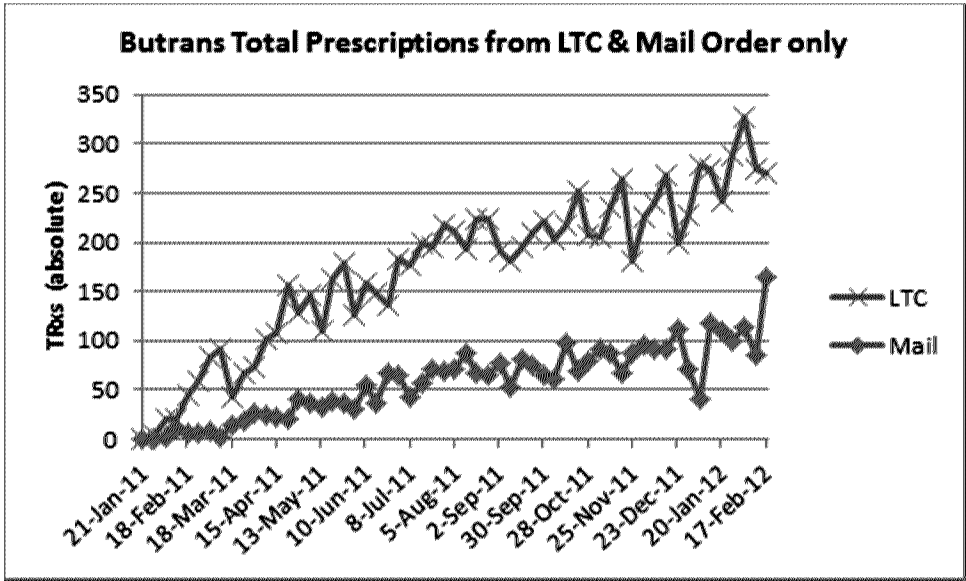
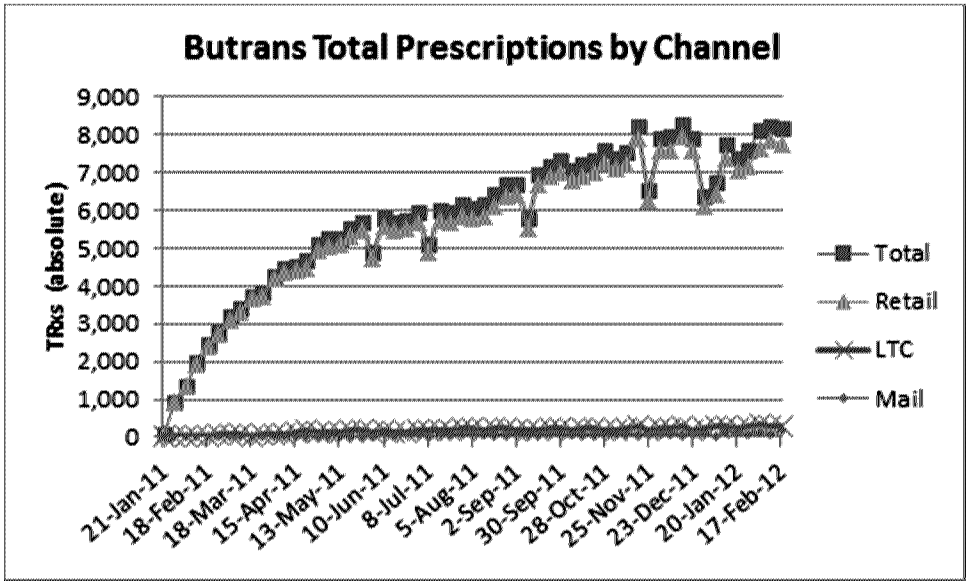


- 10mcg equivalents Rxs:



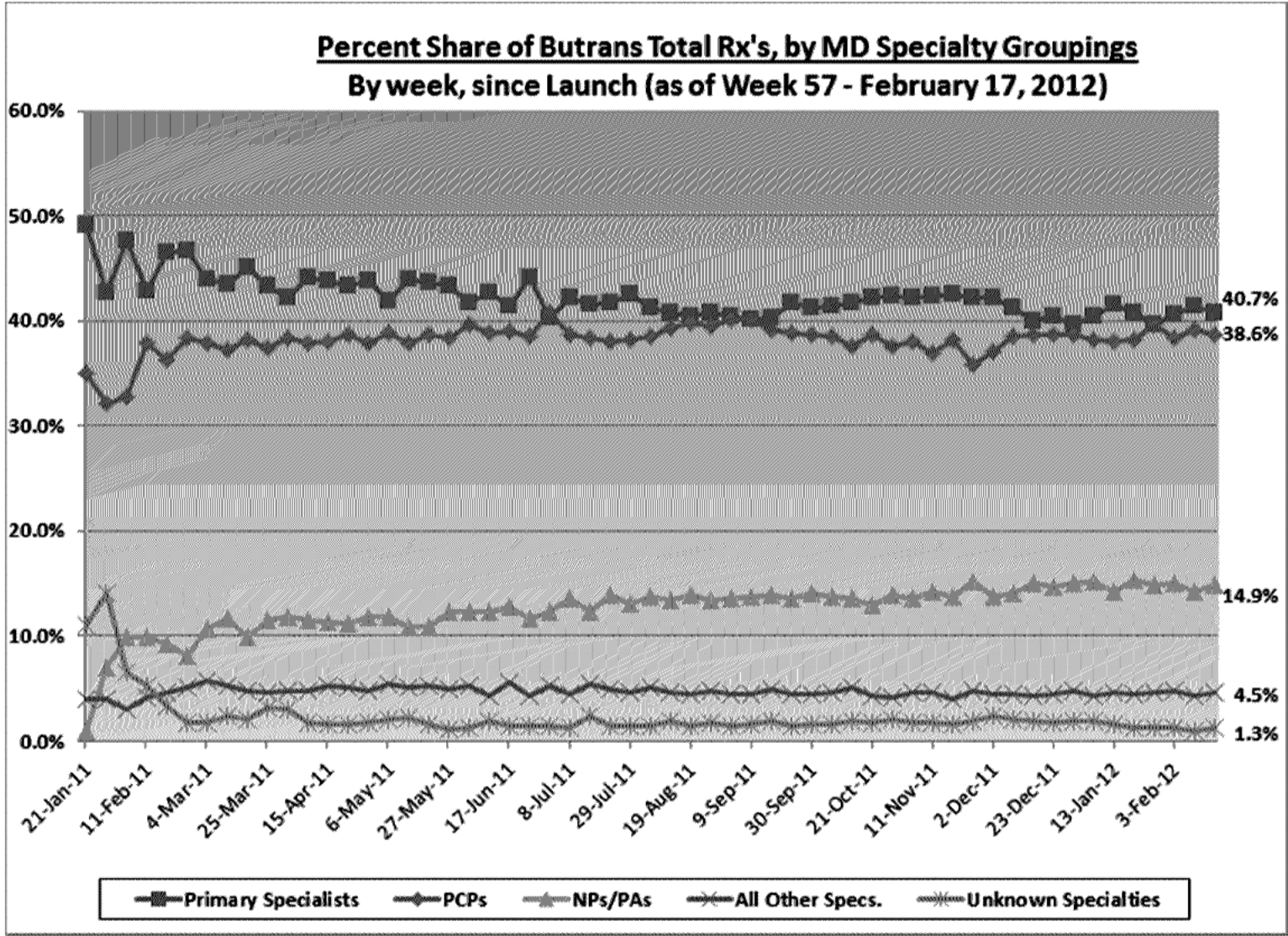
5. Prescriptions by Channel

- Retail pharmacy scripts continue to dominate Butrans total Rx's by channel, accounting for 96%, followed by 3% in LTC and 1% from Mail order.



6. Prescriptions by Specialty

- By specialty group, Primary Specialists continue to garner largest share of Butrans Rx's, accounting for 40.8% this week, followed by PCPs with 38.8%, and NP/PAs with 14.9%.
- Anesthesiology/pain medicine (20.3%), FP/GP (15.1%), Physical Medicine (12.9%) and Osteopathic Medicine (12.9%), were leading individual specialties this week.

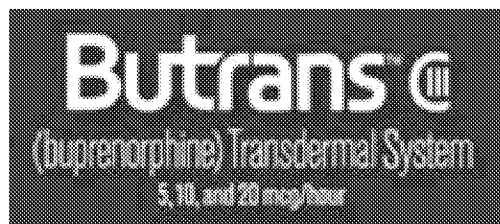


7. Stocking Overview

- *Stocking data is not available for 2012 as Purdue no longer purchases the weekly data .*

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		Butrans New, Refill and Total Prescriptions by Strength													
		Total			5mcg			10mcg			20mcg			Total	
<u>Week #</u>	<u>Week Ending</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	5,305	1,255	6,560	1,626	305	1,931	2,363	573	2,936	1,316	377	1,693	80.9%	19.1%
Week 46	2-Dec-11	6,390	1,498	7,888	1,909	336	2,245	2,860	718	3,578	1,621	444	2,065	81.0%	19.0%
Week 47	9-Dec-11	6,461	1,479	7,940	1,933	360	2,293	3,031	677	3,708	1,497	442	1,939	81.4%	18.6%
Week 48	16-Dec-11	6,712	1,594	8,306	2,009	477	2,486	3,070	659	3,729	1,633	458	2,091	80.8%	19.2%
Week 49	23-Dec-11	6,419	1,505	7,924	1,967	382	2,349	2,875	671	3,546	1,577	452	2,029	81.0%	19.0%



		Distribution of Butrans Prescriptions by Strength									Distribution of Butrans Ne					
		5mcg				10mcg			20mcg			Total			5mcg	
<u>Week #</u>	<u>Week Ending</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 45	25-Nov-11	100.0%	24.8%	4.6%	29.4%	36.0%	8.7%	44.8%	20.1%	5.7%	25.8%	80.9%	19.1%	100.0%	84.2%	15.8%
Week 46	2-Dec-11	100.0%	24.2%	4.3%	28.5%	36.3%	9.1%	45.4%	20.6%	5.6%	26.2%	81.0%	19.0%	100.0%	85.0%	15.0%
Week 47	9-Dec-11	100.0%	24.3%	4.5%	28.9%	38.2%	8.5%	46.7%	18.9%	5.6%	24.4%	81.4%	18.6%	100.0%	84.3%	15.7%
Week 48	16-Dec-11	100.0%	24.2%	5.7%	29.9%	37.0%	7.9%	44.9%	19.7%	5.5%	25.2%	80.8%	19.2%	100.0%	80.8%	19.2%
Week 49	23-Dec-11	100.0%	24.8%	4.8%	29.6%	36.3%	8.5%	44.8%	19.9%	5.7%	25.6%	81.0%	19.0%	100.0%	83.7%	16.3%



		w, Refill and Total Prescriptions by Strength							Weekly Growth in Butrans New, Refill and Total Presc							
Week #	Week Ending	10mcg			20mcg				Total			5mcg			10mcg	
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 45	25-Nov-11	100.0%	80.5%	19.5%	100.0%	77.7%	22.3%	100.0%	-21.8%	-12.2%	-20.2%	-21.4%	-18.9%	-21.1%	-24.0%	-9.0%
Week 46	2-Dec-11	100.0%	79.9%	20.1%	100.0%	78.5%	21.5%	100.0%	20.5%	19.4%	20.2%	17.4%	10.2%	16.3%	21.0%	25.3%
Week 47	9-Dec-11	100.0%	81.7%	18.3%	100.0%	77.2%	22.8%	100.0%	1.1%	-1.3%	0.7%	1.3%	7.1%	2.1%	6.0%	-5.7%
Week 48	16-Dec-11	100.0%	82.3%	17.7%	100.0%	78.1%	21.9%	100.0%	3.9%	7.8%	4.6%	3.9%	32.5%	8.4%	1.3%	-2.7%
Week 49	23-Dec-11	100.0%	81.1%	18.9%	100.0%	77.7%	22.3%	100.0%	-4.4%	-5.6%	-4.6%	-2.1%	-19.9%	-5.5%	-6.4%	1.8%



Prescriptions by Strength					
		20mcg			
<u>Week #</u>	<u>Week Ending</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 45	25-Nov-11	-21.5%	-18.1%	-11.1%	-16.6%
Week 46	2-Dec-11	21.9%	23.2%	17.8%	22.0%
Week 47	9-Dec-11	3.6%	-7.6%	-0.5%	-6.1%
Week 48	16-Dec-11	0.6%	9.1%	3.6%	7.8%
Week 49	23-Dec-11	-4.9%	-3.4%	-1.3%	-3.0%



[Butrans 10mcg Equivalents](#)
[Distribution of 10mcg Equivalents](#)
[Weekly Growth in 10mcg Equivalents](#)

Week # Week Ending
Week 44 18-Nov-11
Week 45 25-Nov-11

Butrans 10mcg Equivalents			
Total	5mcg	10mcg	20mcg
<u>TRx</u>	<u>TRx</u>	<u>TRx</u>	<u>TRx</u>
9,023	1,223	3,740	4,060
7,288	966	2,936	3,386

Distribution of Butrans 10mcg Equiv		
Total	5mcg	10mcg
<u>TRx</u>	<u>TRx</u>	<u>TRx</u>
100.0%	13.6%	41.4%
100.0%	13.2%	40.3%



		Valents
<u>Week #</u>	<u>Week Ending</u>	<u>20mcg</u> <u>TRx</u>
Week 44	18-Nov-11	45.0%
Week 45	25-Nov-11	46.5%



[TRxs by Channel](#)

[Distribution of Rx's by Channel](#)

[Weekly Growth in Butrans TRxs by Channel](#)

		Butrans TRxs (absolute) by Channel			
		Total	Retail	LTC	Mail
<u>Week #</u>	<u>Week Ending</u>				
Week 44	18-Nov-11	8,216	7,884	264	68
Week 45	25-Nov-11	6,560	6,293	180	87
Week 46	2-Dec-11	7,888	7,567	226	95
Week 47	9-Dec-11	7,940	7,609	239	92
Week 48	16-Dec-11	8,306	7,947	268	91
Week 49	23-Dec-11	7,924	7,613	199	112
Week 50	30-Dec-11	6,399	6,099	228	72
Week 51	6-Jan-12	6,770	6,450	279	41
Week 52	13-Jan-12	7,764	7,372	274	118
Week 53	20-Jan-12	7,396	7,044	242	110
Week 54	27-Jan-12	7,567	7,178	289	100
Week 55	3-Feb-12	8,106	7,665	328	113
Week 56	10-Feb-12	8,238	7,878	274	86
Week 57	17-Feb-12	8,187	7,752	270	165
TOTAL	2011	276,395	265,903	7,908	2,584

Distribution of Butrans TRxs by Channel			
Total	Retail	LTC	Mail
100.0%	96.0%	3.2%	0.8%
100.0%	95.9%	2.7%	1.3%
100.0%	95.9%	2.9%	1.2%
100.0%	95.8%	3.0%	1.2%
100.0%	95.7%	3.2%	1.1%
100.0%	96.1%	2.5%	1.4%
100.0%	95.3%	3.6%	1.1%
100.0%	95.3%	4.1%	0.6%
100.0%	95.0%	3.5%	1.5%
100.0%	95.2%	3.3%	1.5%
100.0%	94.9%	3.8%	1.3%
100.0%	94.6%	4.0%	1.4%
100.0%	95.6%	3.3%	1.0%
100.0%	94.7%	3.3%	2.0%
100.0%	96.2%	2.9%	0.9%

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Week #	Week 53	Week 54	Week 55	Week 56	Week 57	TOTAL
Week Ending	20-Jan-12	27-Jan-12	3-Feb-12	10-Feb-12	17-Feb-12	2011
Week #	Week 53	Week 54	Week 55	Week 56	Week 57	TOTAL
Week Ending	20-Jan-12	27-Jan-12	3-Feb-12	10-Feb-12	17-Feb-12	2011
Primary Care	38.1%	39.6%	38.4%	39.2%	38.8%	38.4%
IM	10.2%	11.2%	10.5%	11.4%	10.7%	9.8%
FP/GP	14.0%	15.3%	14.8%	15.2%	15.1%	15.1%
Osteopathic Medicine	13.9%	13.1%	13.1%	12.6%	12.9%	13.5%
NPs / PAs	15.4%	14.8%	15.1%	14.2%	14.9%	13.0%
Nurse Practitioners	7.1%	7.1%	7.0%	6.9%	6.9%	6.3%
Physician Assistants	8.3%	7.7%	8.1%	7.2%	8.0%	6.7%
Primary Specialists*	40.8%	39.7%	40.5%	41.4%	40.8%	42.0%
Anesthesiology/Pain	20.6%	19.7%	19.7%	20.8%	20.3%	20.4%
Phys. Med. & Rehab	12.3%	12.1%	12.1%	12.5%	12.9%	12.7%
Neurology	3.3%	2.9%	3.2%	3.2%	3.0%	3.6%
Rheumatology	2.1%	2.8%	2.8%	2.5%	2.5%	2.9%
Orthopedic Surgery	2.5%	2.2%	2.6%	2.4%	2.2%	2.4%
All Other Specialties	4.5%	4.7%	4.7%	4.3%	4.6%	4.7%
All Other Specialties	4.5%	4.7%	4.7%	4.3%	4.6%	4.7%
Unspecified/Other	1.2%	1.2%	1.3%	0.9%	1.3%	1.9%
Total Butrans Prescriptions	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

	Week Forty-Eight as of 12/16				Week Forty-Nine of 12/23			
	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>	<u>5mcg</u>	<u>10mcg</u>	<u>20mcg</u>	<u>Total Butrans</u>
<u>PCP's</u>	<u>956</u>	<u>1,424</u>	<u>838</u>	<u>3,218</u>	<u>873</u>	<u>1,364</u>	<u>821</u>	<u>3,058</u>
FP/GP	364	538	330	1,232	346	520	339	1,205
Osteopathic Physicians	307	520	289	1,116	265	486	297	1,048
Internal Medicine	285	366	219	870	262	358	185	805
<u>NP's/PA's</u>	<u>364</u>	<u>549</u>	<u>339</u>	<u>1,252</u>	<u>339</u>	<u>511</u>	<u>316</u>	<u>1,166</u>
Physician Assistant	169	309	188	666	177	243	167	587
Nurse Practitioner	195	240	151	586	162	268	149	579
<u>Primary Specialists</u>	<u>992</u>	<u>1,554</u>	<u>768</u>	<u>3,314</u>	<u>985</u>	<u>1,450</u>	<u>774</u>	<u>3,209</u>
Anesthesiology/Pain	476	765	371	1,612	467	718	372	1,557
Physical Medicine	311	492	214	1,017	312	452	221	985
Neurology	73	112	72	257	58	95	86	239
Rheumatology	63	116	47	226	85	90	53	228
Orthopedic Surgeons	69	69	64	202	63	95	42	200
<u>All Other Specialties</u>	<u>128</u>	<u>154</u>	<u>78</u>	<u>360</u>	<u>107</u>	<u>165</u>	<u>77</u>	<u>349</u>
<u>Unknown/Other Specialty</u>	<u>46</u>	<u>48</u>	<u>68</u>	<u>162</u>	<u>45</u>	<u>56</u>	<u>41</u>	<u>142</u>
Grand Total	2,486	3,729	2,091	8,306	2,349	3,546	2,029	7,924

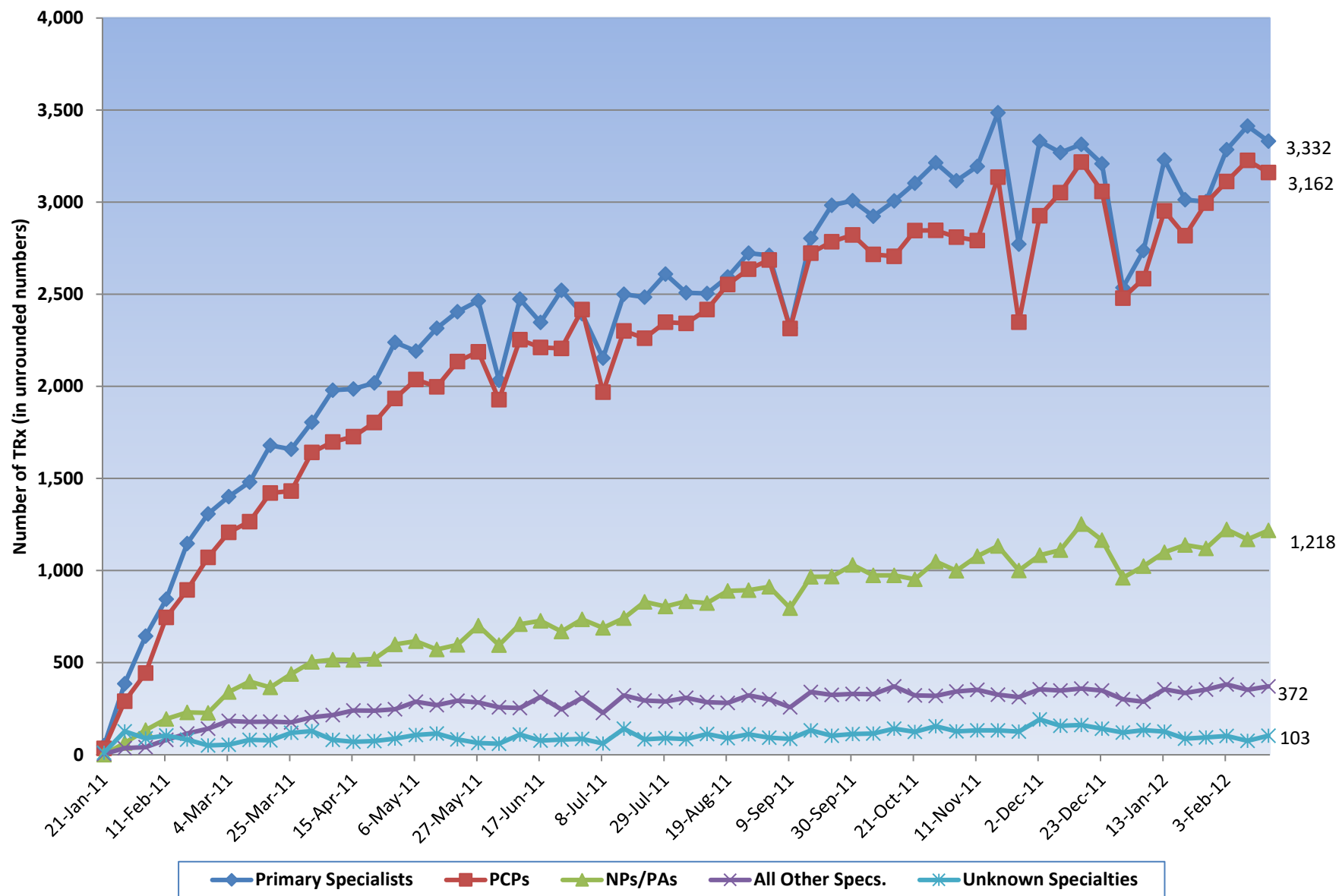
<u>Week #</u>	<u>Week Ending</u>	Number of Total Rx's (in absolute numbers)			
		<u>Anesth-Pain</u>	<u>FP/GP's</u>	<u>DO's</u>	<u>PMRs</u>
Week 45	25-Nov-11	20.4%	13.8%	12.2%	13.0%
Week 46	2-Dec-11	20.7%	14.4%	12.7%	12.7%

<u>Week #</u>	<u>Week Ending</u>	<u>IM's</u>	<u>PAs</u>	<u>NPs</u>	<u>All others</u>
Week 45	25-Nov-11	9.8%	7.7%	7.5%	13.6%
Week 46	2-Dec-11	10.0%	7.0%	6.7%	13.3%

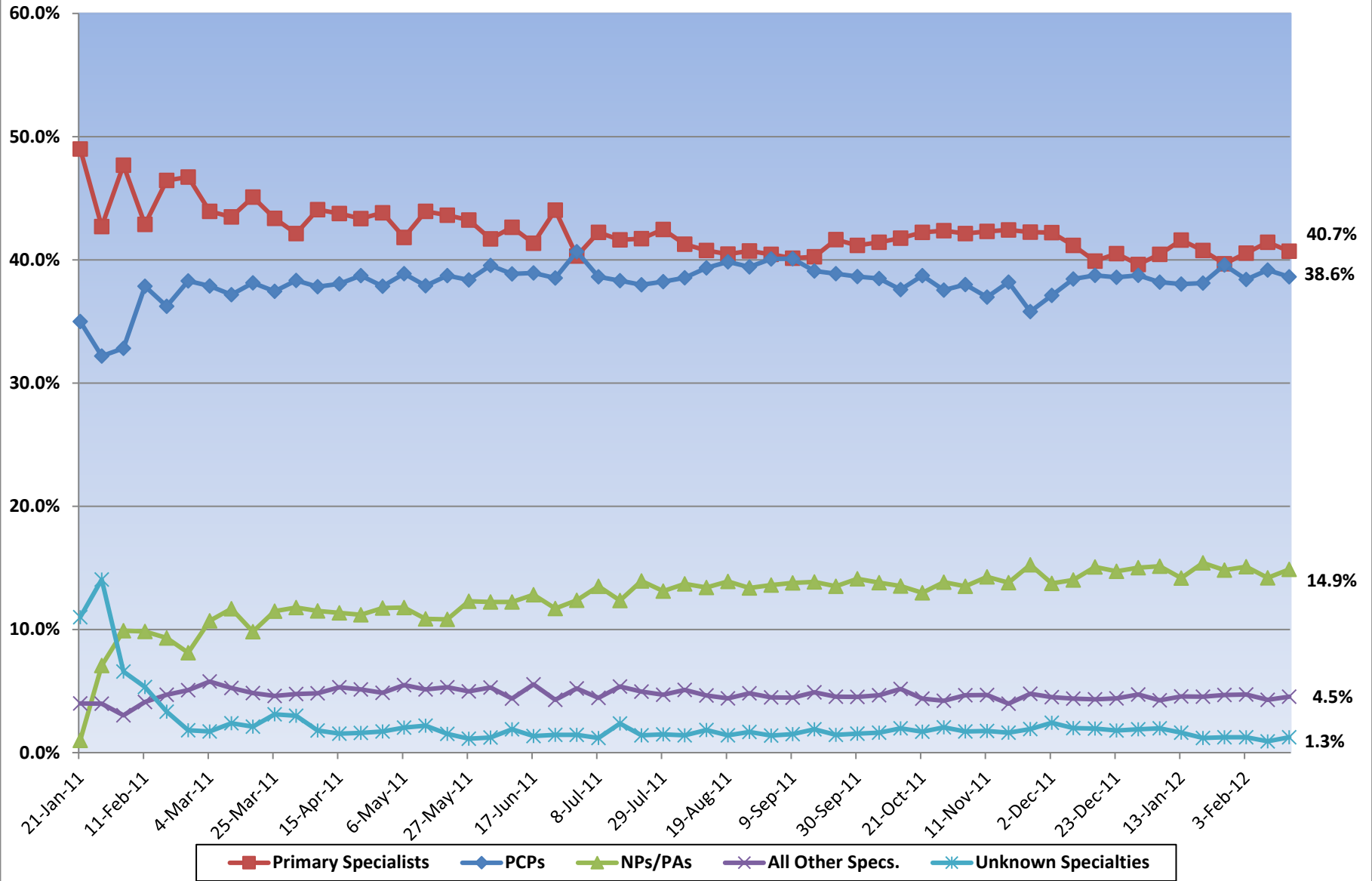
<u>Week #</u>	<u>Week Ending</u>	<u>Unknown Specialties</u>	<u>Grand Total</u>	<u>Neurology</u>	<u>Rheumatology</u>
Week 45	25-Nov-11	1.9%	100.0%	3.4%	2.8%
Week 46	2-Dec-11	2.4%	100.0%	3.5%	2.8%

<u>Week #</u>	<u>Week Ending</u>	<u>Orth. Surgeons</u>
Week 45	25-Nov-11	2.7%
Week 46	2-Dec-11	2.6%

Number of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 57 - February 17, 2012)

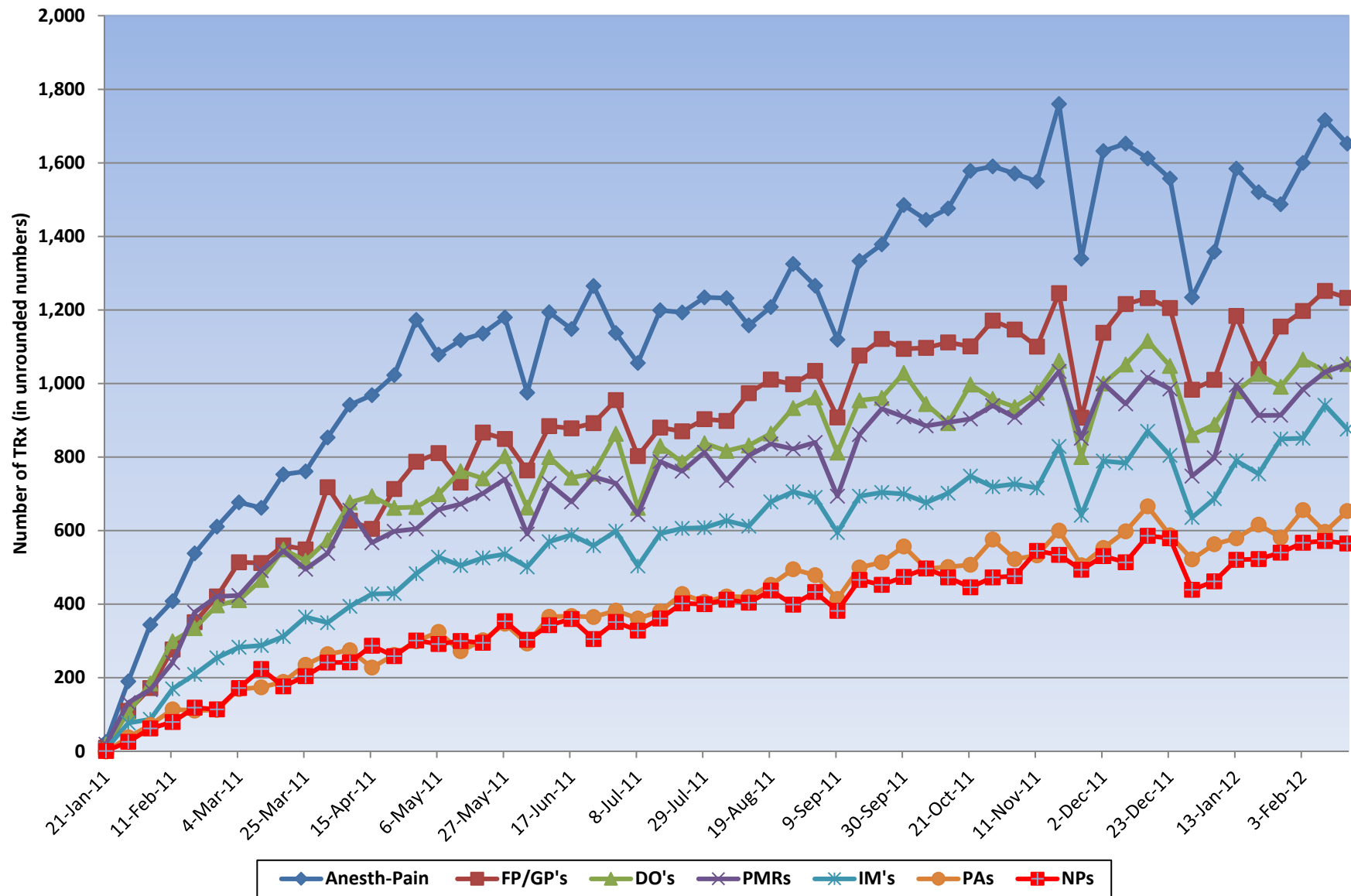


Percent Share of Butrans Total Rx's, by MD Specialty Groupings
By week, since Launch (as of Week 57 - February 17, 2012)



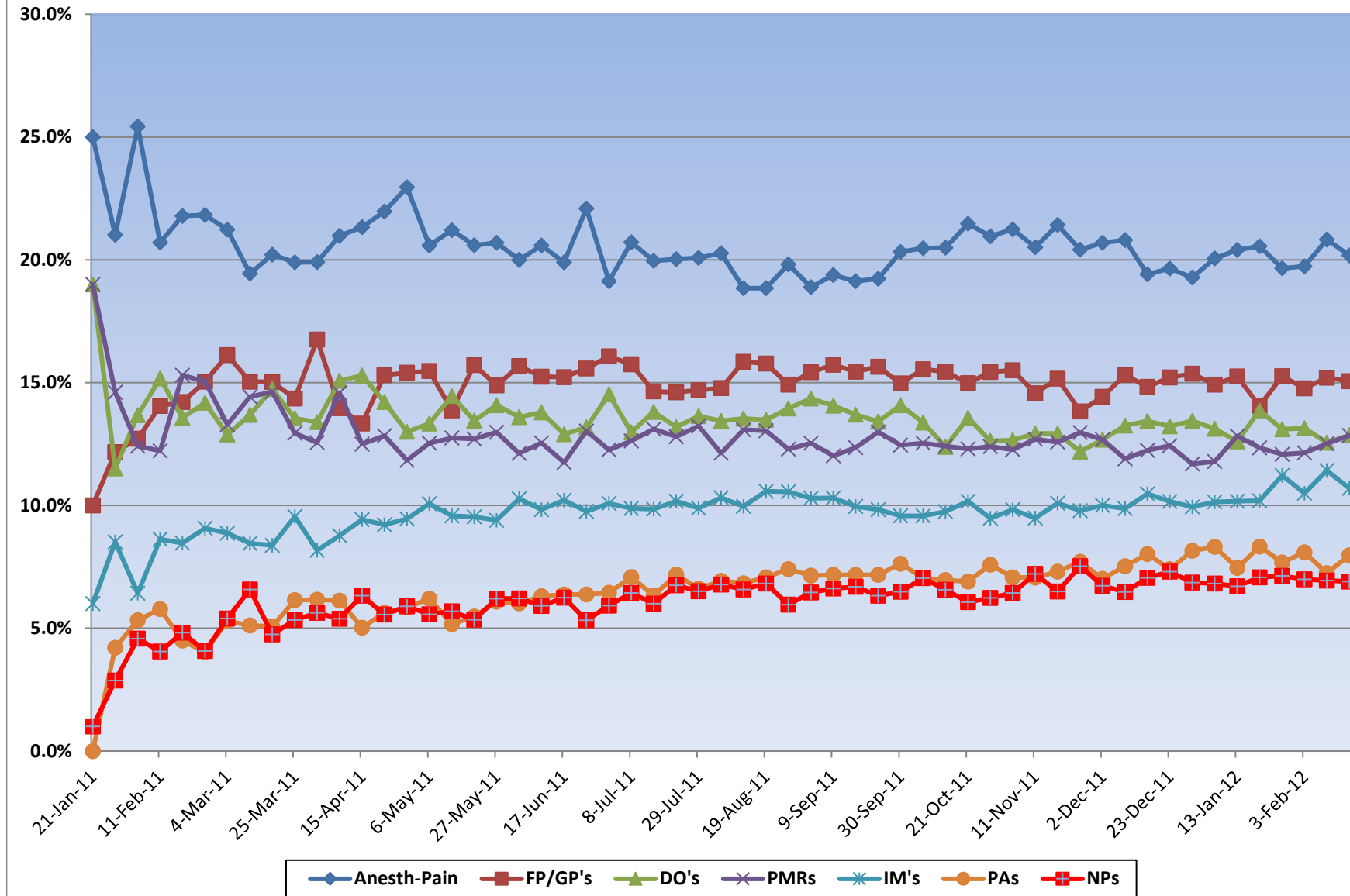
Number of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 57 - February 17, 2012)



Percent Share of Butrans Total Rx's, by Leading Individual MD Specialties

By week, since Launch (as of Week 57 - February 17, 2012)





[Extended Release Opioid Market - TRxs](#)
[Rx Share of Extended Release Opioid Market](#)
[Weekly Growth in Extended Release Opioid Market](#)

All channels of trade, combined

			Extended Release Opioid Market - Total Prescri					
<u>Week #</u>	<u>Week Ending</u>		<u>Butrans</u>	<u>Oxycodone ER</u>	<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>
Week 44	18-Nov-11	8,216	8,216	122,841	129,136	132,213	83,074	27,755
Week 45	25-Nov-11	6,560	6,560	108,349	114,425	114,875	73,415	24,061



		ptions						
<u>Week #</u>	<u>Week Ending</u>		<u>Exalgo</u>	<u>Nucynta ER</u>	<u>Total EROs</u>		<u>Butrans</u>	<u>Oxycodone ER</u>
Week 44	18-Nov-11	8,216	2,399	2,875	508,509	1.62%	1.62%	24.2%
Week 45	25-Nov-11	6,560	1,989	2,401	446,075	1.47%	1.47%	24.3%



			Share of Extended Release Opioid Market					
<u>Week #</u>	<u>Week Ending</u>		<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>	<u>Exalgo</u>	<u>Nucynta ER</u>
Week 44	18-Nov-11	8,216	25.4%	26.0%	16.3%	5.5%	0.5%	0.57%
Week 45	25-Nov-11	6,560	25.7%	25.8%	16.5%	5.4%	0.4%	0.54%



[Share of the Butrans Market TRXs](#)
[Weekly Growth in the Butrans Market](#)

All channels of trade, combined

		Butrans Market - Total Prescriptions					
<u>Week #</u>	<u>Week Ending</u>	<u>Butrans</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>	<u>Butrans</u>
Week 44	18-Nov-11	8,216	508,509	4,187,029	733,745	5,429,283	0.151%
Week 45	25-Nov-11	6,560	446,075	3,554,527	620,380	4,620,982	0.142%



		Share of the Butrans Market Prescriptions			
<u>Week #</u>	<u>Week Ending</u>	<u>Total EROs*</u>	<u>Total IROs</u>	<u>Total Tramadol (IR & ER)</u>	<u>Total Opioids</u>
Week 44	18-Nov-11	9.4%	77.1%	13.5%	100.0%
Week 45	25-Nov-11	9.7%	76.9%	13.4%	100.0%

	Comparison of Butrans TRXs at		
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>
Week 1*	100	208	307
Week 2	900	347	651
Week 3	1,332	534	867
Week 4	1,940	904	933
Week 5	2,421	1,555	1,368
Week 6	2,737	1,633	1,739
Week 7	3,097	2,217	2,125
Week 8	3,312	2,447	1,843

	Comparison of Butrans TRXs at Launch versus Other			
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>
Week 1*	100	208	307	100
Week 2	900	347	651	218
Week 3	1,332	534	867	297
Week 4	1,940	904	933	370
Week 5	2,421	1,555	1,368	533
Week 6	2,737	1,633	1,739	678
Week 7	3,097	2,217	2,125	778
Week 8	3,312	2,447	1,843	855

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
Week 1*	100	208	307	100	404
Week 2	900	347	651	218	1,012
Week 3	1,332	534	867	297	1,407
Week 4	1,940	904	933	370	1,427
Week 5	2,421	1,555	1,368	533	1,851
Week 6	2,737	1,633	1,739	678	2,058
Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
Week 1*	100	208	307	100	404
Week 2	900	347	651	218	1,012
Week 3	1,332	534	867	297	1,407
Week 4	1,940	904	933	370	1,427
Week 5	2,421	1,555	1,368	533	1,851
Week 6	2,737	1,633	1,739	678	2,058
Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
Week 1*	100	208	307	100	404
Week 2	900	347	651	218	1,012
Week 3	1,332	534	867	297	1,407
Week 4	1,940	904	933	370	1,427
Week 5	2,421	1,555	1,368	533	1,851
Week 6	2,737	1,633	1,739	678	2,058
Week 7	3,097	2,217	2,125	778	2,113
Week 8	3,312	2,447	1,843	855	2,110

	Comparison of Butrans TRXs at Launch versus Other Extended Release				
<u>Weeks Post-Launch</u>	<u>Butrans (01/2011)</u>	<u>OxyContin (01/1996)</u>	<u>Duragesic (04/1991)</u>	<u>Opana ER (07/2006)</u>	<u>Ryzolt (05/2009)</u>
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Butrans Overview	16-Dec-11	23-Dec-11	30-Dec-11
Total Prescriptions	8,306	7,924	6,399
Total Unique Store Count	5,181	5,381	4,061
Total Patches Ordered	31,092	32,864	23,864

Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	2,486	2,349	1,751
10mcg	3,729	3,546	2,936
20mcg	2,091	2,029	1,712
Total	8,306	7,924	6,399

% of Butrans Total Prescriptions	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	29.9%	29.6%	27.4%
10mcg	44.9%	44.8%	45.9%
20mcg	25.2%	25.6%	26.8%
Total	100.0%	100.0%	100.0%

Butrans Unique Store Count	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	1,682	1,758	1,260
10mcg	2,547	2,676	1,924
20mcg	1,498	1,542	1,249
Total	5,181	5,381	4,061

Butrans Unique Store Count %*	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	32.5%	32.7%	31.0%
10mcg	49.2%	49.7%	47.4%
20mcg	28.9%	28.7%	30.8%

* Percent is based on the total number of unique outlets that ordered Butrans

Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	8,816	9,500	6,972
10mcg	14,292	15,168	10,332
20mcg	7,984	8,196	6,560
Total	31,092	32,864	23,864

% of Butrans Patches Ordered	16-Dec-11	23-Dec-11	30-Dec-11
5mcg	28.4%	28.9%	29.2%
10mcg	46.0%	46.2%	43.3%
20mcg	25.7%	24.9%	27.5%
Total	100.0%	100.0%	100.0%

Butrans®	1 Week Growth	4 Week Growth	8 Week Growth
Total Prescriptions	-19.2%	1.2%	4.7%
Total Unique Store Count	-24.5%	1.2%	2.7%
Total Patches Ordered	-27.4%	0.4%	3.8%

Total Prescriptions

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-25.5%	-0.4%	-2.2%
10mcg	-17.2%	1.3%	5.4%
20mcg	-15.6%	2.9%	12.8%

Total Store Count

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-28.3%	-3.2%	-3.0%
10mcg	-28.1%	2.1%	3.8%
20mcg	-19.0%	-0.4%	8.7%

Total Patches Ordered

Strength	1 Week Growth	4 Week Growth	8 Week Growth
5mcg	-26.6%	-4.9%	-2.0%
10mcg	-31.9%	3.8%	5.9%
20mcg	-20.0%	0.9%	7.3%

<u>Week Ending</u>	TOTAL PRESCRIPTIONS				TOTAL STORE	
	5mcg	10mcg	20mcg	TOTAL	5mcg	10mcg
December 2, 2011	2,245	3,578	2,065	7,888	1,592	2,354
December 9, 2011	2,293	3,708	1,939	7,940	1,651	2,537
December 16, 2011	2,486	3,729	2,091	8,306	1,682	2,547

<u>Week Ending</u>	COUNTS		TOTAL PACKAGES (OF 4) ORDERED				
	20mcg	TOTAL	5mcg	10mcg	20mcg	TOTAL	5mcg
December 2, 2011	1,559	4,955	2,151	3,256	2,058	7,465	8,604
December 9, 2011	1,431	5,066	2,177	3,690	1,955	7,822	8,708
December 16, 2011	1,498	5,181	2,204	3,573	1,996	7,773	8,816

<u>Week Ending</u>	TOTAL PATCHES ORDERED		
	10mcg	20mcg	TOTAL
December 2, 2011	13,024	8,232	29,860
December 9, 2011	14,760	7,820	31,288
December 16, 2011	14,292	7,984	31,092

Number of Unique Stores Stocking Butrans

