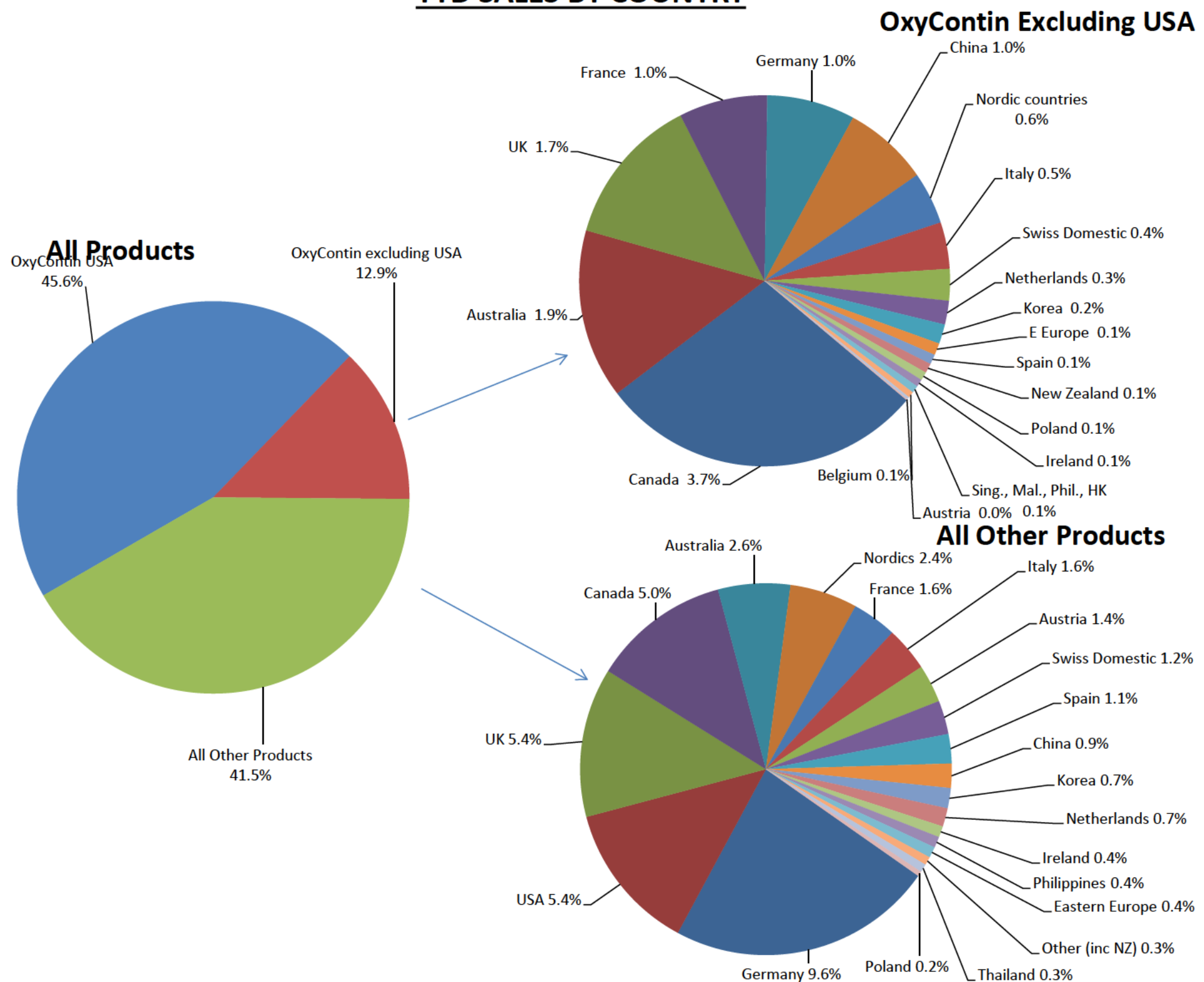


February 2013

## SALES BY COUNTRY - YEAR TO DATE

	2013 Actual		2012 Actual		2013 vs 2012		2013 OB		2013 vs OB	
	Total US\$'000	% of Total	Total US\$'000	% of Total	US\$'000	%	Total US\$'000	% of Total	US\$'000	%
Excluding OxyContin										
Germany (M. GmbH)	52,530	23.0	51,683	25.8	848	101.6	56,968	24.1	(4,437)	92.2
USA (Purdue)	29,500	12.9	22,923	11.4	6,577	128.7	37,907	16.0	(8,407)	77.8
UK (Napp)	29,486	12.9	30,070	15.0	(584)	98.1	30,235	12.8	(749)	97.5
Canada (Purdue)	27,200	11.9	24,493	12.2	2,707	111.1	26,538	11.2	662	102.5
Australia (M. Pty Ltd)	14,252	6.2	12,010	6.0	2,241	118.7	14,563	6.2	(311)	97.9
Nordics (Norpharma)	13,355	5.9	11,855	5.9	1,500	112.7	13,376	5.7	(21)	99.8
France (M. SAS)	8,819	3.9	7,239	3.6	1,580	121.8	7,849	3.3	970	112.4
Italy (M. Srl)	8,739	3.8	5,249	2.6	3,489	166.5	6,939	2.9	1,800	125.9
Austria (M. GesmbH)	7,485	3.3	7,228	3.6	257	103.6	6,817	2.9	668	109.8
Swiss Domestic (MMCO)	6,641	2.9	6,074	3.0	567	109.3	6,694	2.8	(53)	99.2
Spain (M. SL)	5,793	2.5	4,525	2.3	1,268	128.0	5,615	2.4	179	103.2
China (MCPC)	4,794	2.1	4,108	2.1	685	116.7	4,113	1.7	681	116.6
Korea (M. Korea Ltd)	3,987	1.7	1,509	0.8	2,478	264.2	3,211	1.4	776	124.2
Netherlands (M. P. BV)	3,644	1.6	3,389	1.7	255	107.5	4,243	1.8	(599)	85.9
Ireland (M. P. Ltd)	2,189	1.0	2,109	1.1	80	103.8	2,332	1.0	(143)	93.9
Philippines (M Dist GmbH)	2,179	1.0	2,176	1.1	3	100.2	2,641	1.1	(462)	82.5
Eastern Europe (MMG)	2,157	0.9	1,047	0.5	1,110	205.9	2,143	0.9	14	100.6
Other (inc NZ)	1,639	0.7	1,004	0.5	635	163.2	1,487	0.6	152	110.2
Thailand (Mundi. (T'land) Ltd)	1,623	0.7	0	0.0	1,623	n/a	443	0.2	1,180	366.5
Belgium (M. CVA)	1,323	0.6	1,019	0.5	304	129.8	1,597	0.7	(275)	82.8
Poland (Norpharma)	949	0.4	663	0.3	286	143.1	612	0.3	337	154.9
Products excl Oxy	<b>228,284</b>	<b>100.0</b>	<b>200,374</b>	<b>100.0</b>	<b>27,909</b>	<b>113.9</b>	<b>236,322</b>	<b>100.0</b>	<b>(8,038)</b>	<b>96.6</b>
Products excl Oxy restated		41.5		37.0				36.8		
OxyContin	321,223	58.5	341,727	63.0	(20,504)	94.0	406,456	63.2	(85,233)	79.0
<b>TOTALS</b>	<b>549,506</b>	<b>100.0</b>	<b>542,101</b>	<b>100.0</b>	<b>7,405</b>	<b>101.4</b>	<b>642,778</b>	<b>100.0</b>	<b>(93,271)</b>	<b>85.5</b>

## YTD SALES BY COUNTRY



February 2013

	USA (Purdue Pharma LP)	Canada (Purdue Pharma)	Nordic (Norpharma / Mundipharma)	Germany (Mundipharma GmbH)	Ireland (Mundipharma Pharm. Ltd)	Australia (Mundipharma Pty Ltd)	UK (Napp Pharma. Ltd)	Neths. (Mundipharma Pharm. BV)	Switzerland (Mundipharma Medical Co)	E.Europe (Mundipharma Medical GmbH)	Austria (Mundipharma GesmbH)	Korea (Mundipharma Korea Ltd)	France (Mundipharma SAS)	Spain (Mundipharma SL)	Italy (Mundipharma Srl)	New Zealand (Mundipharma NZ Ltd)	AsiaPacific (P'pines, HK, Malaysia, S'pore)	China (MCPC)	Belgium (Mundipharma CVA)	Poland (Norpharma)	South Africa (Mundipharma Pty Ltd)	Total Monthly Sales US\$'000	12 Mth Rolling Total US\$'000	12 Mth Monthly Moving Average US\$'000
Date of Launch >	Dec 95 US\$'000	Jun 96 US\$'000	Dec 96 US\$'000	Aug 98 US\$'000	Jan 99 US\$'000	Sep 99 US\$'000	Jan 00 US\$'000	Dec 00 US\$'000	Feb 01 US\$'000	Feb 01 US\$'000	Mar 01 US\$'000	Mar 01 US\$'000	Apr 02 US\$'000	Jun 04 US\$'000	Mar 05 US\$'000	Jul 05 US\$'000	Jul 05 US\$'000	Aug 04 US\$'000	Feb 07 US\$'000	Jul 08 US\$'000	Mar 12 US\$'000			
1996	47,982	122	12																			48,116	48,116	4,010
1997	133,255	1,014	240																			134,509	134,509	11,209
1998	273,219	2,614	646	2,669																		279,148	279,148	23,262
1999	562,570	5,111	1,541	10,956	228																	580,405	580,405	48,367
2000	951,446 96.8%	9,583 1.0%	2,620 0.3%	14,612 1.5%	326 0.0%	1,663 0.2%	2,320 0.2%	22 0.0%														982,592 100.0%	982,592	81,883
2001	1,232,159 95.5%	18,349 1.4%	4,783 0.4%	21,915 1.7%	553 0.0%	3,985 0.3%	6,639 0.5%	351 0.0%	41 0.0%	92 0.0%	262 0.0%	1,419 0.1%										1,290,548 100.0%	1,290,548	107,546
2002	1,269,342 92.6%	29,691 2.2%	9,739 0.7%	37,060 2.7%	845 0.1%	6,681 0.5%	11,793 0.9%	1,333 0.1%	213 0.0%	283 0.0%	662 0.0%	2,200 0.2%	629 0.0%									1,370,471 100.0%	1,370,471	114,206
2003	1,619,821 90.2%	52,889 2.9%	17,213 1.0%	62,176 3.5%	1,233 0.1%	10,809 0.6%	20,052 1.1%	3,196 0.2%	1,097 0.1%	945 0.1%	948 0.1%	3,607 0.2%	1,652 0.1%									1,795,638 100.0%	1,795,638	149,637
2004	1,334,601 84.8%	75,404 4.8%	22,170 1.4%	79,186 5.0%	1,262 0.1%	16,051 1.0%	24,696 1.6%	5,655 0.4%	2,208 0.1%	1,681 0.1%	1,360 0.1%	5,533 0.4%	3,345 0.2%	336 0.0%								1,573,488 100.0%	1,573,488	131,124
2005	941,705 74.6%	93,960 7.4%	27,676 2.2%	114,711 9.1%	1,988 0.2%	20,032 1.6%	33,687 2.7%	7,317 0.6%	3,300 0.3%	3,537 0.3%	1,399 0.1%	5,663 0.4%	5,404 0.4%	1,169 0.1%	839 0.1%	103 0.0%	345 0.0%					1,262,836 100.0%	1,262,836	105,236
2006	605,123 60.3%	124,231 12.4%	32,382 3.2%	130,001 13.0%	1,869 0.2%	24,704 2.5%	42,330 4.2%	9,420 0.9%	4,551 0.5%	4,437 0.4%	1,852 0.2%	8,629 0.9%	7,209 0.7%	1,927 0.2%	3,104 0.3%	505 0.1%	644 0.1%					1,002,915 100.0%	1,002,915	83,576
2007	955,636 68.4%	152,630 10.9%	41,294 3.0%	90,966 6.5%	2,404 0.2%	33,018 2.4%	57,144 4.1%	11,982 0.9%	6,425 0.5%	6,718 0.5%	2,274 0.2%	11,035 0.8%	10,126 0.7%	3,066 0.2%	6,690 0.5%	1,198 0.1%	954 0.1%	2,421 0.2%	516 0.0%			1,396,496 100.0%	1,396,496	116,375
2008	2,114,078 82.4%	164,773 6.4%	44,031 1.7%	69,907 2.7%	2,717 0.1%	36,032 1.4%	52,130 2.0%	13,052 0.5%	8,914 0.3%	8,635 0.3%	2,657 0.1%	8,663 0.3%	13,958 0.5%	5,333 0.2%	10,242 0.4%	1,612 0.1%	1,316 0.1%	4,444 0.2%	1,628 0.1%	8 0.0%		2,564,130 100.0%	2,564,130	213,677
2009	2,457,763 83.4%	181,732 6.2%	45,943 1.6%	62,779 2.1%	2,876 0.1%	42,270 1.4%	56,581 1.9%	9,269 0.3%	10,037 0.3%	8,874 0.3%	2,665 0.1%	9,523 0.3%	18,718 0.6%	6,764 0.2%	17,688 0.6%	2,261 0.1%	1,556 0.1%	6,308 0.2%	2,278 0.1%	24 0.0%		2,945,909 100.0%	2,945,909	245,492
2010	2,267,670 81.1%	205,224 7.3%	40,016 1.4%	50,960 1.8%	2,965 0.1%	54,863 2.0%	53,388 1.9%	14,691 0.5%	11,468 0.4%	10,799 0.4%	1,973 0.1%	10,219 0.4%	22,902 0.8%	8,206 0.3%	24,384 0.9%	3,396 0.1%	1,864 0.1%	8,509 0.3%	3,257 0.1%	134 0.0%		2,796,889 100.0%	2,796,889	233,074
2011	2,045,908 78.1%	215,457 8.2%	45,460 1.7%	43,576 1.7%	3,229 0.1%	66,497 2.5%	62,363 2.4%	17,209 0.7%	13,608 0.5%	9,165 0.3%	1,342 0.1%	10,222 0.4%	28,057 1.1%	6,556 0.3%	24,876 0.9%	3,954 0.2%	2,402 0.1%	13,779 0.5%	4,140 0.2%	1,829 0.1%		2,619,627 100.0%	2,619,627	218,302
Jan-12	114,958	18,212	3,195	2,821	214	6,122	5,657	1,344	1,063	22	28	916	2,229	511	2,422	363	264	1,290	236	96		161,963	2,599,498	216,625
Feb-12	127,009	23,526	3,769	2,834	233	4,873	4,722	1,430	994	267	35	766	2,221	508	1,600	347	222	1,462	337	121		177,278	2,592,208	216,017
Mar-12	225,184	21,549	3,272	2,991	227	5,701	5,765	1,354	1,060	1,186	46	732	2,396	458	1,294	255	206	1,637	377	224	27	275,940	2,593,572	216,131
Apr-12	149,161	11,872	2,383	2,816	235	5,635	5,378	1,296	973	309	44	754	2,510	545	1,899	319	340	1,458	277	308	28	188,539	2,546,823	212,235
May-12	199,012	10,601	2,597	2,880	246	5,272	6,687	1,453	1,023	449	46	808	2,608	481	1,964	400	183	1,682	365	295	52	239,106	2,581,510	215,126
Jun-12	145,696	10,952	2,275	3,095	229	6,363	6,726	1,564	1,057	636	42	864	2,618	647	1,215	310	135	1,748	219	122	30	186,544	2,512,838	209,403
Jul-12	155,532	14,185	2,530	3,068	217	5,439	5,264	1,507	1,011	524	40	879	2,742	443	2,736	340	229	1,757	381	307	71	199,200	2,511,317	209,276
Aug-12	196,367	12,156	2,509	2,754	241	5,530	6,006	1,832	935	562	39	695	2,636	193	881	309	180	1,918	301	319	57	236,418	2,528,614	210,718
Sep-12	129,031	9,447	2,348	2,925	238	5,240	5,522	1,538	883	671	34	752	2,242	372	883	307	295	2,147	251	185	82	165,391	2,474,168	206,181
Oct-12	154,821	13,409	2,211	2,897	232	5,580	5,894	1,494	1,071	800	49	694	2,617	309	1,736	333	187	2,048	287	303	86	197,054	2,481,796	206,816
Nov-12	195,245	13,450	1,665	3,037	275	6,266	6,503	1,071	1,040	875	37	645	2,846	361	983	373	244	2,242	187	258	87	237,692	2,503,294	208,608
Dec-12	196,457	9,007	1,428	2,728	204	4,273	5,358	860	918	467	34	451	2,863	263	500	311	206	1,948	160	114	107	228,661	2,493,786	207,815
2012	1,988,473 79.7%	168,365 6.8%	30,182 1.2%	34,847 1.4%	2,792 0.1%	66,295 2.7%	69,482 2.8%	16,742 0.7%	12,029 0.5%	6,768 0.3%	474 0.0%	8,956 0.4%	30,530 1.2%	5,090 0.2%	18,113 0.7%	3,967 0.2%	2,691 0.1%	21,336 0.9%	3,379 0.1%	2,652 0.1%	625 0.0%	2,493,786 100.0%	2,493,786	207,815
Jan-13	124,553	10,324	1,831	2,728	256	5,689	4,888	825	1,073	90	38	703	2,912	388	1,729	267	275	2,604	204	271	56	161,705	2,493,528	207,794
Feb-13	125,814	9,887	1,401	2,716	209	4,765	4,413	640	882	648	34	501	2,558	222	1,147	329	178	2,662	168	253	91	159,518	2,491,083	207,590
2013	250,367 77.9%	20,211 6.3%	3,231 1.0%	5,444 1.7%	465 0.1%	10,453 3.3%	9,301 2.9%	1,465 0.5%	1,955 0.6%	738 0.2%	72 0.0%	1,205 0.4%	5,470 1.7%	610 0.2%	2,876 0.9%	596 0.2%	453 0.1%	5,265 1.6%	372 0.1%	524 0.2%	147 0.0%	321,223 100.0%	2,491,083	207,590
GRAND TOTAL																								
1996 - 2013 YTD	21,051,119	1,521,358	369,179	831,766	25,753	393,353	501,905	111,704	75,846	62,672	17,940	86,873	147,999	39,057	108,812	17,591	12,224	62,062	15,571	5,172	772	25,458,726		

## YEAR TO DATE FEBRUARY 2013

	2013 Actual	2012 Actual	2013 OB	2013 Actual vs 2012 Actual		2013 Actual vs. OB	
	US\$'000	US\$'000	US\$'000	US\$'000	%	US\$'000	%
<b>Israel</b> (Rafa Laboratories Ltd)							
OxyContin	370	478	445	(108)	77.5	(74)	83.3
Targin / Targinact	662	467	564	195	141.7	99	117.5
Other Oxycodone	207	185	173	22	112.1	34	119.7
Morphine	87	95	84	(8)	91.2	2	102.9
BuTrans	116	189	143	(73)	61.6	(27)	81.3
Adizem	36	26	25	10	138.5	12	147.2
Prioderm	54	63	35	(9)	86.2	19	156.2
Hedrin	198	176	178	22	112.4	20	111.0
Non Mundipharma products	9,333	8,923	8,300	410	104.6	1,033	112.4
	<b>11,064</b>	<b>10,602</b>	<b>9,946</b>	<b>462</b>	<b>104.4</b>	<b>1,117</b>	<b>111.2</b>
<b>India</b> (Modi Mundipharma Ltd)							
Analgesic	1,918	1,754	2,031	164	109.3	(114)	94.4
Betadine	5,772	4,882	5,443	890	118.2	329	106.0
Respiratory	908	902	868	5	100.6	40	104.6
Cardiovascular	1,760	1,672	1,920	88	105.2	(159)	91.7
Laxative	66	0	133	66		(68)	49.2
Non Mundipharma products	3,958	3,891	5,040	67	101.7	(1,082)	78.5
	<b>14,381</b>	<b>13,101</b>	<b>15,434</b>	<b>1,280</b>	<b>109.8</b>	<b>(1,053)</b>	<b>93.2</b>
<b>Cyprus</b> (Mundipharma Pharmaceuticals Ltd)							
Analgesic	150	133	136	17	112.7	14	110.1
Betadine	271	264	261	7	102.5	9	103.6
Respiratory	115	88	125	27	130.2	(11)	91.5
Cardiovascular	10	9	9	1	112.8	1	109.1
Laxative	17	11	12	6	160.4	5	143.6
Hedrin	24	22	23	2	109.3	1	106.0
Oncology	72	38	36	35	191.8	36	200.3
Non Mundipharma products	518	605	473	(87)	85.7	45	109.5
	<b>1,177</b>	<b>1,170</b>	<b>1,076</b>	<b>8</b>	<b>100.6</b>	<b>101</b>	<b>109.4</b>
<b>TOTAL</b>	<b>26,622</b>	<b>24,872</b>	<b>26,456</b>	<b>1,749</b>	<b>107.0</b>	<b>165</b>	<b>100.6</b>

## MONTH OF FEBRUARY 2013

	2013 Actual	2012 Actual	2013 OB	2013 Actual vs 2012 Actual		2013 Actual vs. OB	
	US\$'000	US\$'000	US\$'000	US\$'000	%	US\$'000	%
<b>Israel</b> (Rafa Laboratories Ltd)							
OxyContin	186	214	205	(28)	86.8	(19)	90.7
Targin / Targinact	354	207	279	147	170.6	75	127.0
Other Oxycodone	111	83	79	28	133.2	32	140.5
Morphine	38	39	34	(1)	97.1	4	110.6
BuTrans	68	95	71	(27)	71.4	(3)	96.2
Adizem	15	12	14	3	120.9	1	105.9
Prioderm	54	63	35	(9)	86.2	19	156.2
Hedrin	198	176	178	22	112.4	20	111.0
Non Mundipharma products	4,845	4,514	4,062	331	107.3	783	119.3
	<b>5,868</b>	<b>5,404</b>	<b>4,956</b>	<b>464</b>	<b>108.6</b>	<b>912</b>	<b>118.4</b>
<b>India</b> (Modi Mundipharma Ltd)							
Analgesic	923	862	1,030	60	107.0	(107)	89.6
Betadine	2,815	2,478	2,751	337	113.6	64	102.3
Respiratory	456	432	416	25	105.7	41	109.8
Cardiovascular	863	815	937	48	105.9	(74)	92.1
Laxative	36	0	72	36		(36)	50.0
Non Mundipharma products	2,043	1,949	2,500	95	104.8	(457)	81.7
	<b>7,137</b>	<b>6,536</b>	<b>7,706</b>	<b>601</b>	<b>109.2</b>	<b>(569)</b>	<b>92.6</b>
<b>Cyprus</b> (Mundipharma Pharmaceuticals Ltd)							
Analgesic	86	72	71	14	119.0	14	120.3
Betadine	123	113	117	10	108.5	6	104.9
Respiratory	46	27	47	20	174.9	(1)	98.2
Cardiovascular	4	4	4	0	104.0	0	105.1
Laxative	11	5	5	6	228.9	5	200.6
Hedrin	10	8	9	2	122.1	1	107.1
Oncology	54	15	18	39	359.7	36	300.6
Non Mundipharma products	252	197	207	56	128.3	46	122.1
	<b>587</b>	<b>441</b>	<b>479</b>	<b>146</b>	<b>133.1</b>	<b>107</b>	<b>122.4</b>
<b>TOTAL</b>	<b>13,592</b>	<b>12,381</b>	<b>13,141</b>	<b>1,211</b>	<b>109.8</b>	<b>450</b>	<b>103.4</b>

**To:** Sackler, Dr Richard [REDACTED]  
**Cc:** Stewart, John H. (US) [REDACTED] Gasdia,  
Russell [REDACTED]

**From:** Rosen, David (Sales and Marketing)  
**Sent:** Mon 3/11/2013 5:27:20 PM  
**Subject:** Butrans=10,191; Intermezzo=1,664 (Week ending 3-1-13)  
[Intermezzo Weekly Report 3-1-2013.xlsx](#)  
[Copy of Butrans Weekly Report 3-1-13.xlsm](#)

Hi, Dr. Richard. As predicted, Rx's did rebound this week for Butrans. While there were also increases in Intermezzo this week, these have not yet rebounded back to peak Rx's a few weeks ago.

#### Butrans

Rx Increase from last week (9,394)	8.5%
Share	1.96%
Share last week	1.96%

#### Intermezzo

Rx Increase from last week (1,631)	2%
Share	0.116%
Share last week	0.122%

-David

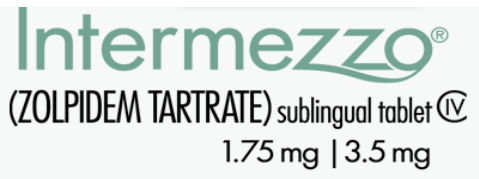
David Rosen | Executive Director, Forecasting, Analytics and Market Research | Purdue Pharma | One  
Stamford Forum Stamford CT 06901 | [REDACTED]@pharma.com | [REDACTED]

[REDACTED]

**Produced Natively**

	Total					% of Budget Achieved vs. True Rx's		% of TRx		Total Rx		Total NRx		Total RRx		True Rx		Trial Card Redemptions		% Chg vs. Prior Period						
	2012 Budget Rx	2013 Budget Rx	Total Rx	True Rx	Trial Card Redemptions	Weekly True Rx Vs Budget	Cumulative % True Rx vs Budget	True Rx	Trial Card Redemptions	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg True	3.5mg True	1.75mg	3.5mg	Total Rx	1.75mg Total Rx	3.5mg Total Rx	True Rx	1.75mg True Rx	3.5mg True Rx	Trial Card Redemptions
6-Apr-12	69		92	88	4	128.0%	128.0%	96%	4%	53	39	53	39	0	0	50	38	3	1	NA	NA	NA	NA	NA	NA	NA
13-Apr-12	104		410	392	18	376.7%	277.8%	96%	4%	227	183	227	183	0	0	218	174	9	9	345.7%	328.3%	369.2%	345.5%	336.0%	357.9%	350.0%
20-Apr-12	183		468	406	62	221.5%	248.8%	87%	13%	256	212	253	212	3	0	225	181	31	31	14.1%	12.8%	15.8%	3.6%	3.2%	4.0%	244.4%
27-Apr-12	322		461	400	61	124.1%	189.5%	87%	13%	254	207	251	205	3	2	226	174	28	33	-1.5%	-0.8%	-2.4%	-1.5%	0.4%	-3.9%	-1.6%
4-May-12	519		551	466	85	89.8%	146.3%	85%	15%	306	245	306	240	0	5	266	200	40	45	19.5%	20.5%	18.4%	16.5%	17.7%	14.9%	39.3%
11-May-12	924		581	482	99	52.2%	105.3%	83%	17%	329	252	320	242	9	10	279	203	50	49	5.4%	7.5%	2.9%	3.4%	4.9%	1.5%	16.5%
18-May-12	1,171		577	474	103	40.5%	82.3%	82%	18%	303	274	290	249	13	25	249	225	54	49	-0.7%	-7.9%	8.7%	-1.7%	-10.8%	10.8%	4.0%
25-May-12	1,334		644	539	105	40.4%	70.2%	84%	16%	330	314	309	296	21	18	281	258	49	56	11.6%	8.9%	14.6%	13.7%	12.9%	14.7%	1.9%
1-Jun-12	1,423		561	494	67	34.7%	61.8%	88%	12%	295	266	270	245	25	21	256	238	39	28	-12.9%	-10.6%	-15.3%	-8.3%	-8.9%	-7.8%	-36.2%
8-Jun-12	2,153		801	678	123	31.5%	53.9%	85%	15%	409	392	365	346	44	46	339	339	70	53	42.8%	38.6%	47.4%	37.2%	32.4%	42.4%	83.6%
15-Jun-12	2,246		760	657	103	29.2%	48.6%	86%	14%	393	367	362	325	31	42	333	324	60	43	-5.1%	-3.9%	-6.4%	-3.1%	-1.8%	-4.4%	-16.3%
22-Jun-12	2,406		840	720	120	29.9%	45.1%	86%	14%	462	378	426	332	36	46	405	315	57	63	10.5%	17.6%	3.0%	9.6%	21.6%	-2.8%	16.5%
29-Jun-12	2,683		842	728	114	27.1%	42.0%	86%	14%	443	399	395	346	48	53	372	356	71	43	0.2%	-4.1%	5.6%	1.1%	-8.1%	13.0%	-5.0%
6-Jul-12	2,488		715	646	69	26.0%	39.8%	90%	10%	367	348	325	281	42	67	333	313	34	35	-15.1%	-17.2%	-12.8%	-11.3%	-10.5%	-12.1%	-39.5%
13-Jul-12	3,222		904	808	96	25.1%	37.5%	89%	11%	417	487	343	405	74	82	368	440	49	47	26.4%	13.6%	39.9%	25.1%	10.5%	40.6%	39.1%
20-Jul-12	3,606		894	789	105	21.9%	35.3%	88%	12%	451	443	387	358	64	85	403	386	48	57	-1.1%	8.2%	-9.0%	-2.4%	9.5%	-12.3%	9.4%
27-Jul-12	3,926		939	818	121	20.8%	33.3%	87%	13%	458	481	403	398	55	83	391	427	67	54	5.0%	1.6%	8.6%	3.7%	-3.0%	10.6%	15.2%
3-Aug-12	4,452		907	785	122	17.6%	31.2%	87%	13%	461	446	392	367	69	79	393	392	68	54	-3.4%	0.7%	-7.3%	-4.0%	0.5%	-8.2%	0.8%
10-Aug-12	4,679		1,063	954	109	20.4%	29.9%	90%	10%	510	553	458	446	52	107	458	496	52	57	17.2%	10.6%	24.0%	21.5%	16.5%	26.5%	-10.7%
17-Aug-12	4,809		1,094	977	117	20.3%	28.8%	89%	11%	545	549	471	427	74	122	479	498	66	51	2.9%	6.9%	-0.7%	2.4%	4.6%	0.4%	7.3%
24-Aug-12	5,086		1,102	967	135	19.0%	27.8%	88%	12%	547	555	459	444	88	111	466	501	81	54	0.7%	0.4%	1.1%	-1.0%	-2.7%	0.6%	15.4%
31-Aug-12	5,166		1,093	975	118	18.9%	26.9%	89%	11%	539	554	433	426	106	128	479	496	60	58	-0.8%	-1.5%	-0.2%	0.8%	2.8%	-1.0%	-12.6%
7-Sep-12	4,357		974	873	101	20.0%	26.4%	90%	10%	465	509	372	382	93	127	412	461	53	48	-10.9%	-13.7%	-8.1%	-10.5%	-14.0%	-7.1%	-14.4%
14-Sep-12	5,453		1,194	1,078	116	19.8%	25.8%	90%	10%	590	604	489	468	101	136	539	539	51	65	22.6%	26.9%	18.7%	23.5%	30.8%	16.9%	14.9%





[NRx, RRx and TRx by Strength](#)  
[Distribution of Rx's by Strength](#)  
[Distribution of NRx, RRx and TRx by Strength](#)  
[Weekly Growth in Intermezzo TRxs](#)

Data includes retail pharmacy, mail order and LTC channels

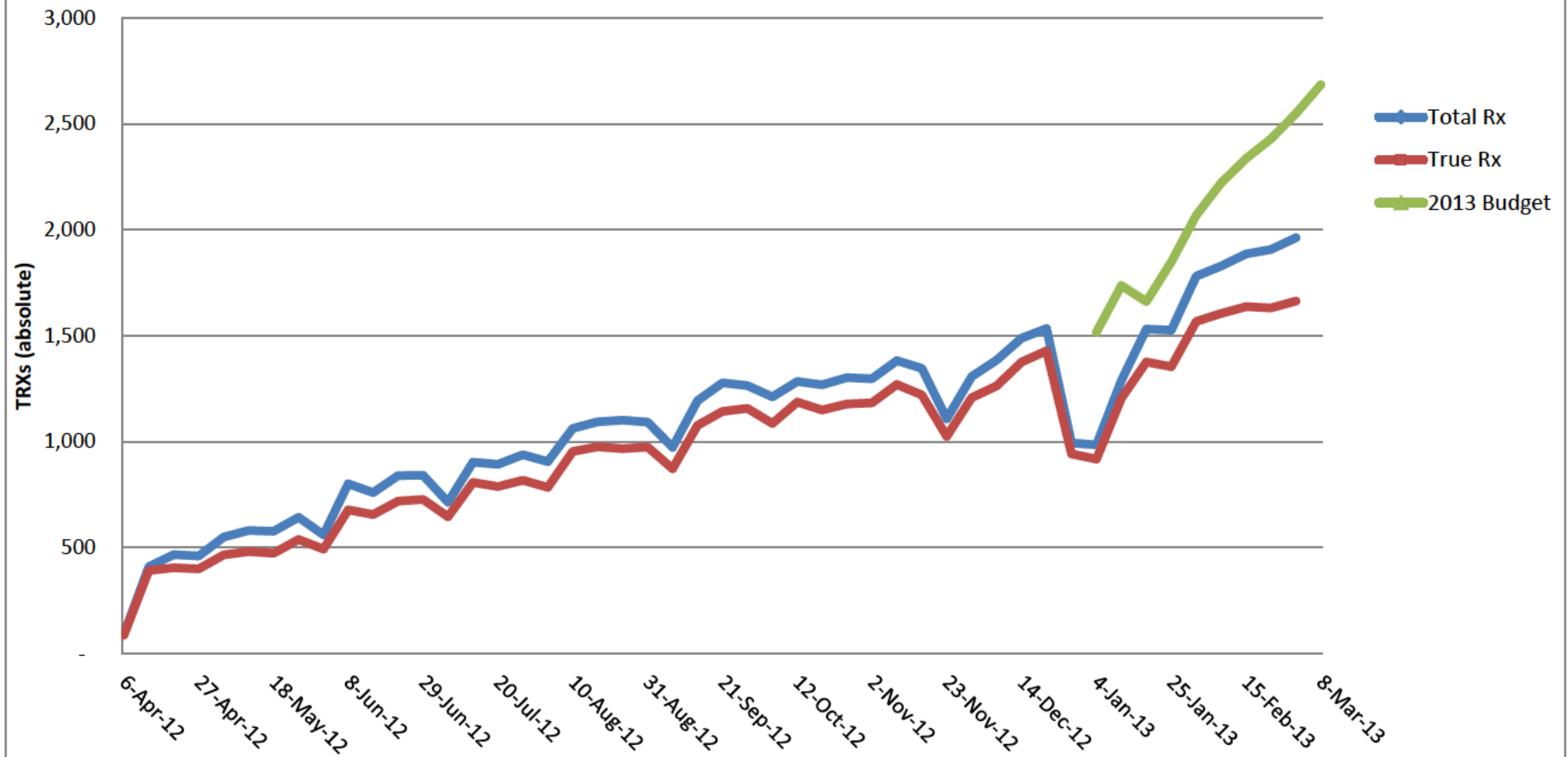
		Intermezzo New, Refill and Total Prescriptions by Strength								
		Total			1.75mg			3.5mg		
Week #	Week Ending	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	92	0	92	53	0	53	39	0	39
Week 2	13-Apr-12	410	0	410	227	0	227	183	0	183
Week 3	20-Apr-12	465	3	468	253	3	256	212	0	212
Week 4	27-Apr-12	456	5	461	251	3	254	205	2	207
Week 5	4-May-12	546	5	551	306	0	306	240	5	245
Week 6	11-May-12	562	19	581	320	9	329	242	10	252
Week 7	18-May-12	539	38	577	290	13	303	249	25	274
Week 8	25-May-12	605	39	644	309	21	330	296	18	314
Week 9	1-Jun-12	515	46	561	270	25	295	245	21	266
Week 10	8-Jun-12	711	90	801	365	44	409	346	46	392
Week 11	15-Jun-12	687	73	760	362	31	393	325	42	367
Week 12	22-Jun-12	758	82	840	426	36	462	332	46	378
Week 13	29-Jun-12	741	101	842	395	48	443	346	53	399
Week 14	6-Jul-12	606	109	715	325	42	367	281	67	348
Week 15	13-Jul-12	748	156	904	343	74	417	405	82	487
Week 16	20-Jul-12	745	149	894	387	64	451	358	85	443
Week 17	27-Jul-12	801	138	939	403	55	458	398	83	481
Week 18	3-Aug-12	759	148	907	392	69	461	367	79	446
Week 19	10-Aug-12	904	159	1,063	458	52	510	446	107	553
Week 20	17-Aug-12	898	196	1,094	471	74	545	427	122	549
Week 21	24-Aug-12	903	199	1,102	459	88	547	444	111	555
Week 22	31-Aug-12	859	234	1,093	433	106	539	426	128	554
Week 23	7-Sep-12	754	220	974	372	93	465	382	127	509
Week 24	14-Sep-12	957	237	1,194	489	101	590	468	136	604
Week 25	21-Sep-12	972	306	1,278	461	129	590	511	177	688
Week 26	28-Sep-12	1,141	279	1,420	478	124	602	663	155	818
Week 27	5-Oct-12	915	297	1,212	436	128	564	479	169	648
Week 28	12-Oct-12	1,017	267	1,284	485	107	592	532	160	692
Week 29	19-Oct-12	981	288	1,269	452	120	572	529	168	697
Week 30	26-Oct-12	1,026	277	1,303	553	44	597	473	233	706
Week 31	2-Nov-12	997	301	1,298	479	115	594	518	186	704
Week 32	9-Nov-12	1,043	340	1,383	467	151	618	576	189	765
Week 33	16-Nov-12	1,019	328	1,347	506	138	644	513	190	703
Week 34	23-Nov-12	810	299	1,109	369	116	485	441	183	624
Week 35	30-Nov-12	955	353	1,308	466	133	599	489	220	709
Week 36	7-Dec-12	1,046	339	1,385	483	132	615	563	207	770
Week 37	14-Dec-12	1,040	449	1,489	521	188	709	519	261	780
Week 38	21-Dec-12	1,137	397	1,534	537	169	706	600	228	828
Week 39	28-Dec-12	654	341	995	307	144	451	347	197	544
Week 40	4-Jan-13	663	322	985	289	127	416	374	195	569
Week 41	11-Jan-13	916	374	1,290	417	147	564	499	227	726
Week 42	18-Jan-13	1,151	381	1,532	553	144	697	598	237	835
Week 43	25-Jan-13	1,187	340	1,527	625	122	747	562	218	780
Week 44	1-Feb-13	1,417	365	1,782	741	141	882	676	224	900
Week 45	8-Feb-13	1,461	369	1,830	730	126	856	731	243	974
Week 46	15-Feb-13	1,479	408	1,887	779	157	936	700	251	951
Week 47	22-Feb-13	1,493	414	1,907	783	155	938	710	259	969
Week 48	1-Mar-13	1,534	429	1,963	804	177	981	730	252	982
TOTAL	2013	11,301	3,402	14,703	5,721	1,296	7,017	5,580	2,106	7,686
YTD	2013	11,301	3,402	14,703	5,721	1,296	7,017	5,580	2,106	7,686

\*Includes pre-launch prescriptions  
Data includes retail pharmacy, mail order and LTC channels

Distribution of Total Intermezzo Prescriptions by Strength											
Total				1.75mg				3.5mg			
NRx	RRx	TRx		NRx	RRx	TRx		NRx	RRx	TRx	
100.0%	100.0%	100.0%		57.6%	0.0%	57.6%		42.4%	0.0%	42.4%	
100.0%	100.0%	100.0%		55.4%	0.0%	55.4%		44.6%	0.0%	44.6%	
100.0%	100.0%	100.0%		54.4%	100.0%	54.7%		45.6%	0.0%	45.3%	
100.0%	100.0%	100.0%		55.0%	60.0%	55.1%		45.0%	40.0%	44.9%	
100.0%	100.0%	100.0%		56.0%	0.0%	55.5%		44.0%	100.0%	44.5%	
100.0%	100.0%	100.0%		56.9%	47.4%	56.6%		43.1%	52.6%	43.4%	
100.0%	100.0%	100.0%		53.8%	34.2%	52.5%		46.2%	65.8%	47.5%	
100.0%	100.0%	100.0%		51.1%	53.8%	51.2%		48.9%	46.2%	48.8%	
100.0%	100.0%	100.0%		52.4%	54.3%	52.6%		47.6%	45.7%	47.4%	
100.0%	100.0%	100.0%		51.3%	48.9%	51.1%		48.7%	51.1%	48.9%	
100.0%	100.0%	100.0%		52.7%	42.5%	51.7%		47.3%	57.5%	48.3%	
100.0%	100.0%	100.0%		56.2%	43.9%	55.0%		43.8%	56.1%	45.0%	
100.0%	100.0%	100.0%		53.3%	47.5%	52.6%		46.7%	52.5%	47.4%	
100.0%	100.0%	100.0%		53.6%	38.5%	51.3%		46.4%	61.5%	48.7%	
100.0%	100.0%	100.0%		45.9%	47.4%	46.1%		54.1%	52.6%	53.9%	
100.0%	100.0%	100.0%		51.9%	43.0%	50.4%		48.1%	57.0%	49.6%	
100.0%	100.0%	100.0%		50.3%	39.9%	48.8%		49.7%	60.1%	51.2%	
100.0%	100.0%	100.0%		51.6%	46.6%	50.8%		48.4%	53.4%	49.2%	
100.0%	100.0%	100.0%		50.7%	32.7%	48.0%		49.3%	67.3%	52.0%	
100.0%	100.0%	100.0%		52.4%	37.8%	49.8%		47.6%	62.2%	50.2%	
100.0%	100.0%	100.0%		50.8%	44.2%	49.6%		49.2%	55.8%	50.4%	
100.0%	100.0%	100.0%		50.4%	45.3%	49.3%		49.6%	54.7%	50.7%	
100.0%	100.0%	100.0%		49.3%	42.3%	47.7%		50.7%	57.7%	52.3%	
100.0%	100.0%	100.0%		51.1%	42.6%	49.4%		48.9%	57.4%	50.6%	
100.0%	100.0%	100.0%		47.4%	42.2%	46.2%		52.6%	57.8%	53.8%	
100.0%	100.0%	100.0%		41.9%	44.4%	42.4%		58.1%	55.6%	57.6%	
100.0%	100.0%	100.0%		47.7%	43.1%	46.5%		52.3%	56.9%	53.5%	
100.0%	100.0%	100.0%		47.7%	40.1%	46.1%		52.3%	59.9%	53.9%	
100.0%	100.0%	100.0%		46.1%	41.7%	45.1%		53.9%	58.3%	54.9%	
100.0%	100.0%	100.0%		53.9%	15.9%	45.8%		46.1%	84.1%	54.2%	
100.0%	100.0%	100.0%		48.0%	38.2%	45.8%		52.0%	61.8%	54.2%	
100.0%	100.0%	100.0%		44.8%	44.4%	44.7%		55.2%	55.6%	55.3%	
100.0%	100.0%	100.0%		49.7%	42.1%	47.8%		50.3%	57.9%	52.2%	
100.0%	100.0%	100.0%		45.6%	38.8%	43.7%		54.4%	61.2%	56.3%	
100.0%	100.0%	100.0%		48.8%	37.7%	45.8%		51.2%	62.3%	54.2%	
100.0%	100.0%	100.0%		46.2%	38.9%	44.4%		53.8%	61.1%	55.6%	
100.0%	100.0%	100.0%		50.1%	41.9%	47.6%		49.9%	58.1%	52.4%	
100.0%	100.0%	100.0%		47.2%	42.6%	46.0%		52.8%	57.4%	54.0%	
100.0%	100.0%	100.0%		46.9%	42.2%	45.3%		53.1%	57.8%	54.7%	
100.0%	100.0%	100.0%		43.6%	39.4%	42.2%		56.4%	60.6%	57.8%	
100.0%	100.0%	100.0%		45.5%	39.3%	43.7%		54.5%	60.7%	56.3%	
100.0%	100.0%	100.0%		48.0%	37.8%	45.5%		52.0%	62.2%	54.5%	
100.0%	100.0%	100.0%		52.7%	35.9%	48.9%		47.3%	64.1%	51.1%	
100.0%	100.0%	100.0%		52.3%	38.6%	49.5%		47.7%	61.4%	50.5%	
100.0%	100.0%	100.0%		50.0%	34.1%	46.8%		50.0%	65.9%	53.2%	
100.0%	100.0%	100.0%		52.7%	38.5%	49.6%		47.3%	61.5%	50.4%	
100.0%	100.0%	100.0%		52.4%	37.4%	49.2%		47.6%	62.6%	50.8%	
100.0%	100.0%	100.0%		52.4%	41.3%	50.0%		47.6%	58.7%	50.0%	
100.0%	100.0%	100.0%		50.6%	38.1%	47.7%		49.4%	61.9%	52.3%	
100.0%	100.0%	100.0%		50.6%	38.1%	47.7%		49.4%	61.9%	52.3%	

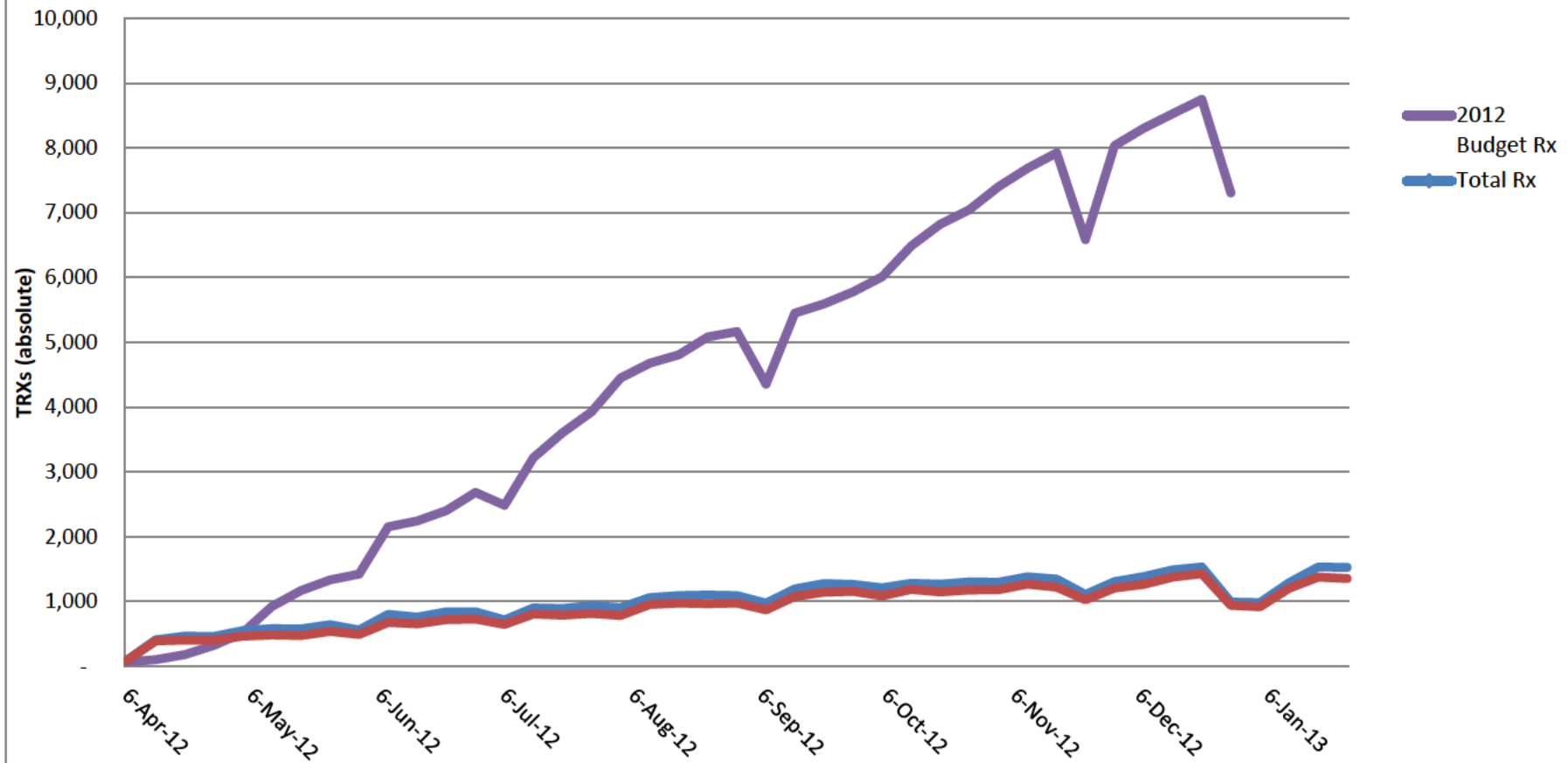
Distribution of Intermezzo New, Refill and Total Prescriptions by Strength											
Total			1.75mg			3.5mg					
NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx			
100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%			
100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%			
99.4%	0.6%	100.0%	98.8%	1.2%	100.0%	100.0%	0.0%	100.0%			
98.9%	1.1%	100.0%	98.8%	1.2%	100.0%	99.0%	1.0%	100.0%			
99.1%	0.9%	100.0%	100.0%	0.0%	100.0%	98.0%	2.0%	100.0%			
96.7%	3.3%	100.0%	97.3%	2.7%	100.0%	96.0%	4.0%	100.0%			
93.4%	6.6%	100.0%	95.7%	4.3%	100.0%	90.9%	9.1%	100.0%			
93.9%	6.1%	100.0%	93.6%	6.4%	100.0%	94.3%	5.7%	100.0%			
91.8%	8.2%	100.0%	91.5%	8.5%	100.0%	92.1%	7.9%	100.0%			
88.8%	11.2%	100.0%	89.2%	10.8%	100.0%	88.3%	11.7%	100.0%			
90.4%	9.6%	100.0%	92.1%	7.9%	100.0%	88.6%	11.4%	100.0%			
90.2%	9.8%	100.0%	92.2%	7.8%	100.0%	87.8%	12.2%	100.0%			
88.0%	12.0%	100.0%	89.2%	10.8%	100.0%	86.7%	13.3%	100.0%			
84.8%	15.2%	100.0%	88.6%	11.4%	100.0%	80.7%	19.3%	100.0%			
82.7%	17.3%	100.0%	82.3%	17.7%	100.0%	83.2%	16.8%	100.0%			
83.3%	16.7%	100.0%	85.8%	14.2%	100.0%	80.8%	19.2%	100.0%			
85.3%	14.7%	100.0%	88.0%	12.0%	100.0%	82.7%	17.3%	100.0%			
83.7%	16.3%	100.0%	85.0%	15.0%	100.0%	82.3%	17.7%	100.0%			
85.0%	15.0%	100.0%	89.8%	10.2%	100.0%	80.7%	19.3%	100.0%			
82.1%	17.9%	100.0%	86.4%	13.6%	100.0%	77.8%	22.2%	100.0%			
81.9%	18.1%	100.0%	83.9%	16.1%	100.0%	80.0%	20.0%	100.0%			
78.6%	21.4%	100.0%	80.3%	19.7%	100.0%	76.9%	23.1%	100.0%			
77.4%	22.6%	100.0%	80.0%	20.0%	100.0%	75.0%	25.0%	100.0%			
80.2%	19.8%	100.0%	82.9%	17.1%	100.0%	77.5%	22.5%	100.0%			
76.1%	23.9%	100.0%	78.1%	21.9%	100.0%	74.3%	25.7%	100.0%			
80.4%	19.6%	100.0%	79.4%	20.6%	100.0%	81.1%	18.9%	100.0%			
75.5%	24.5%	100.0%	77.3%	22.7%	100.0%	73.9%	26.1%	100.0%			
79.2%	20.8%	100.0%	81.9%	18.1%	100.0%	76.9%	23.1%	100.0%			
77.3%	22.7%	100.0%	79.0%	21.0%	100.0%	75.9%	24.1%	100.0%			
78.7%	21.3%	100.0%	92.6%	7.4%	100.0%	67.0%	33.0%	100.0%			
76.8%	23.2%	100.0%	80.6%	19.4%	100.0%	73.6%	26.4%	100.0%			
75.4%	24.6%	100.0%	75.6%	24.4%	100.0%	75.3%	24.7%	100.0%			
75.6%	24.4%	100.0%	78.6%	21.4%	100.0%	73.0%	27.0%	100.0%			
73.0%	27.0%	100.0%	76.1%	23.9%	100.0%	70.7%	29.3%	100.0%			
73.0%	27.0%	100.0%	77.8%	22.2%	100.0%	69.0%	31.0%	100.0%			
75.5%	24.5%	100.0%	78.5%	21.5%	100.0%	73.1%	26.9%	100.0%			
69.8%	30.2%	100.0%	73.5%	26.5%	100.0%	66.5%	33.5%	100.0%			
74.1%	25.9%	100.0%	76.1%	23.9%	100.0%	72.5%	27.5%	100.0%			
65.7%	34.3%	100.0%	68.1%	31.9%	100.0%	63.8%	36.2%	100.0%			
67.3%	32.7%	100.0%	69.5%	30.5%	100.0%	65.7%	34.3%	100.0%			
71.0%	29.0%	100.0%	73.9%	26.1%	100.0%	68.7%	31.3%	100.0%			
75.1%	24.9%	100.0%	79.3%	20.7%	100.0%	71.6%	28.4%	100.0%			
77.7%	22.3%	100.0%	83.7%	16.3%	100.0%	72.1%	27.9%	100.0%			
79.5%	20.5%	100.0%	84.0%	16.0%	100.0%	75.1%	24.9%	100.0%			
79.8%	20.2%	100.0%	85.3%	14.7%	100.0%	75.1%	24.9%	100.0%			
78.4%	21.6%	100.0%	83.2%	16.8%	100.0%	73.6%	26.4%	100.0%			
78.3%	21.7%	100.0%	83.5%	16.5%	100.0%	73.3%	26.7%	100.0%			
78.1%	21.9%	100.0%	82.0%	18.0%	100.0%	74.3%	25.7%	100.0%			
76.9%	23.1%	100.0%	81.5%	18.5%	100.0%	72.6%	27.4%	100.0%			
76.9%	23.1%	100.0%	81.5%	18.5%	100.0%	72.6%	27.4%	100.0%			

## Intermezzo True Rx's (Source: IMS NPA/McKesson) 2013



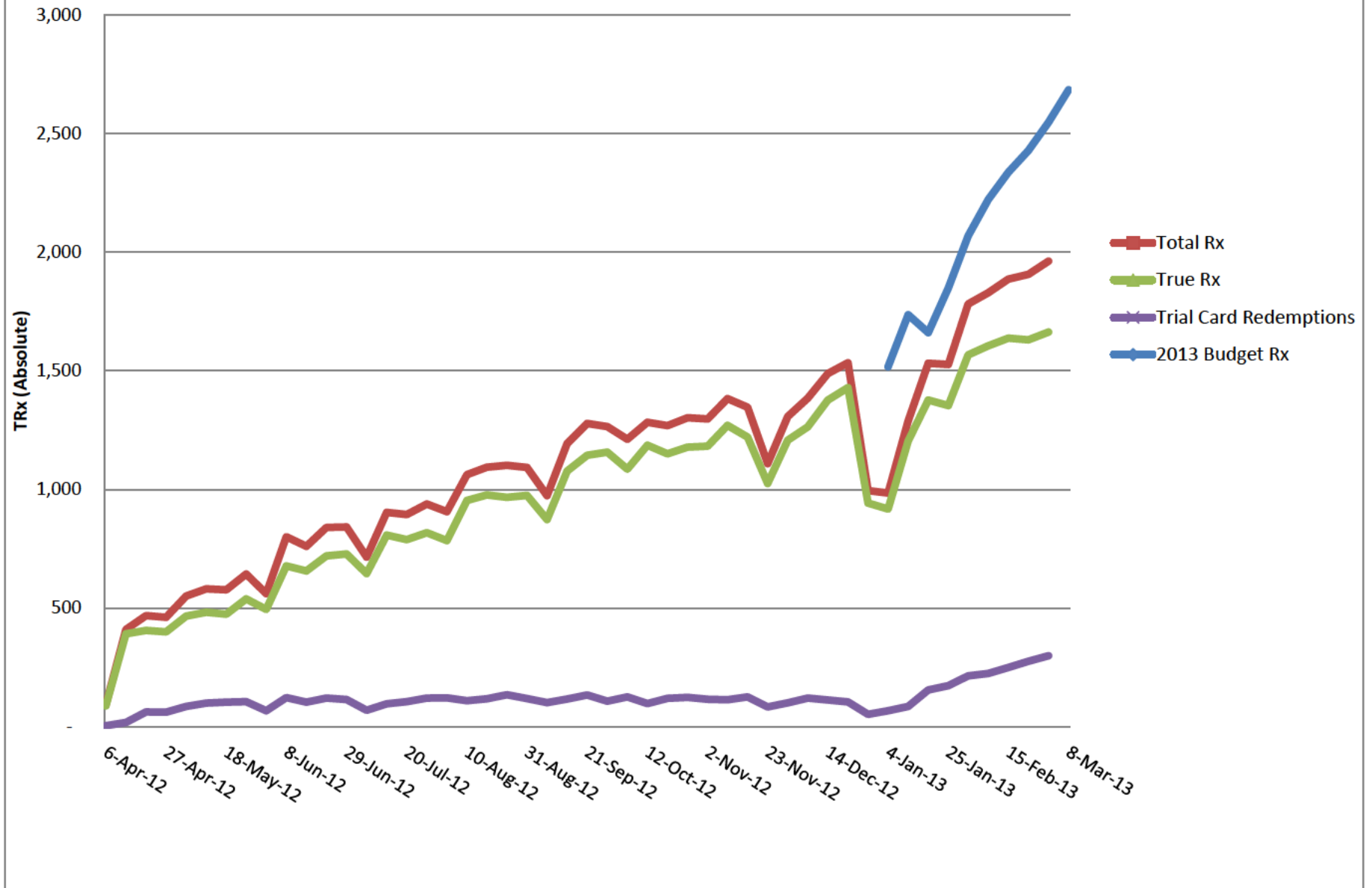


## Intermezzo True Rx's (Source: IMS NPA/McKesson) 2012

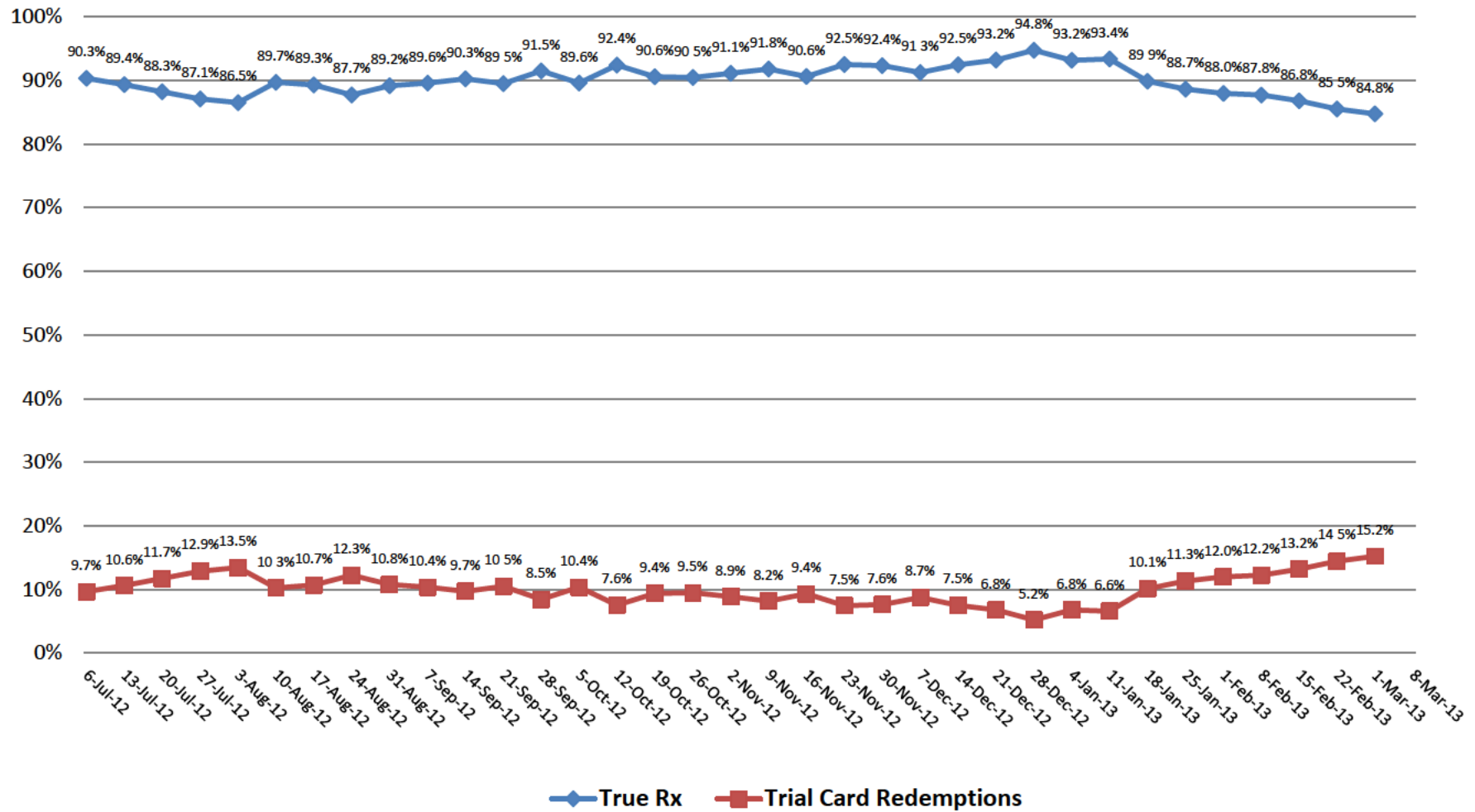


2012  
Budget Rx  
Total Rx

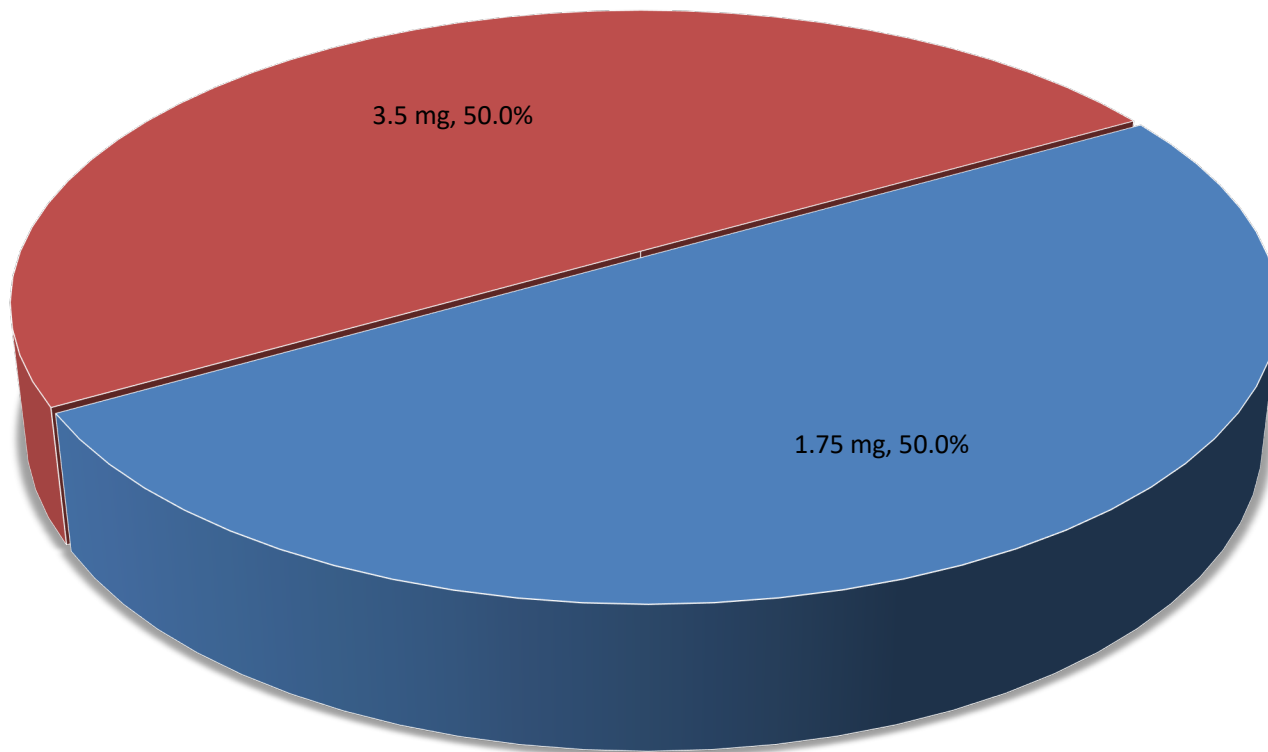
**Total TRx, True Rx and Trial Card Redemptions (Source: IMS NPA/McKesson)**



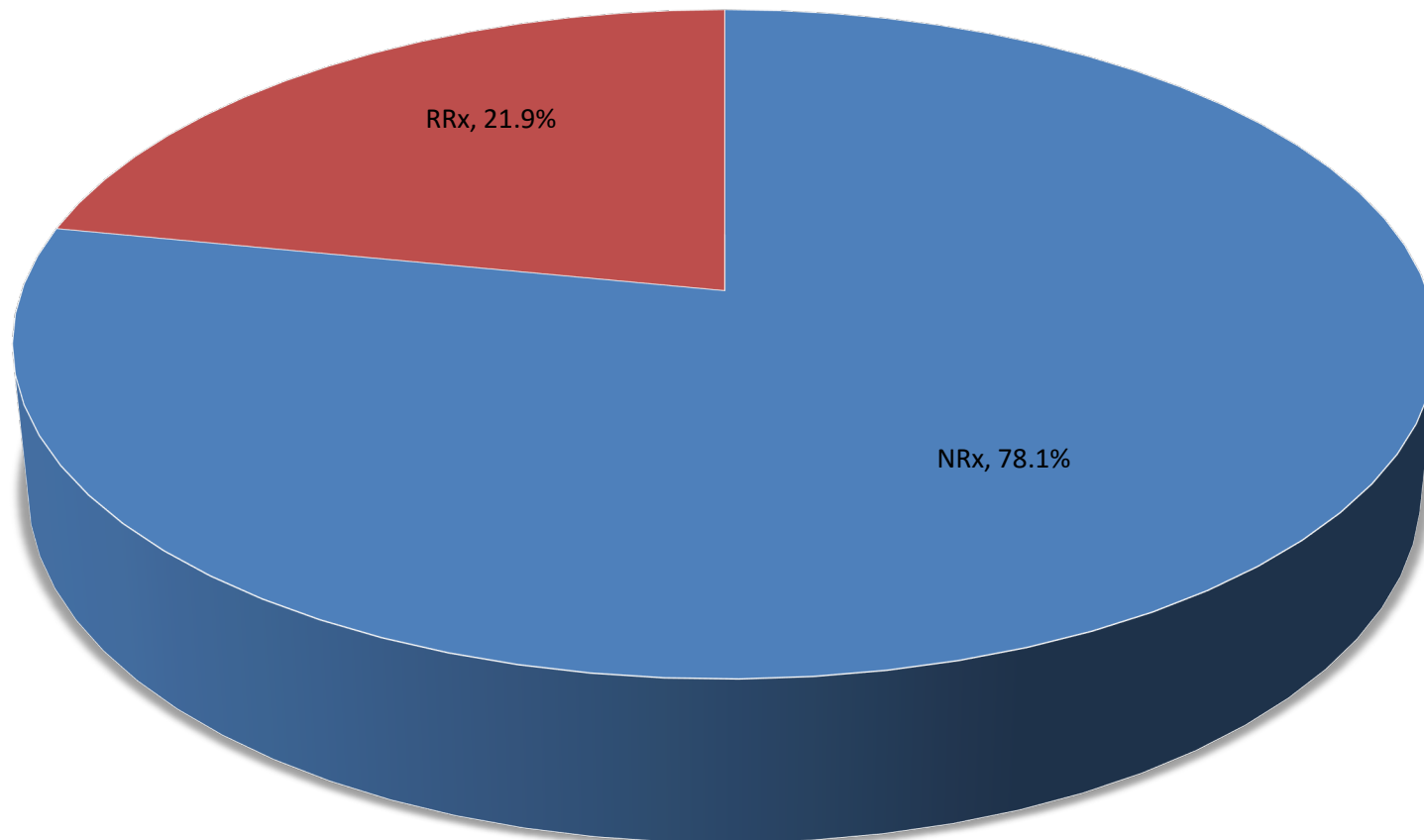
## True Rx vs. Trial Card Redemptions (Source: IMS NPA/McKesson)



**Intermezzo Total Rx's by Dosage Strength**  
**Week ending March 1, 2013**  
**(Source: IMS NPA)**

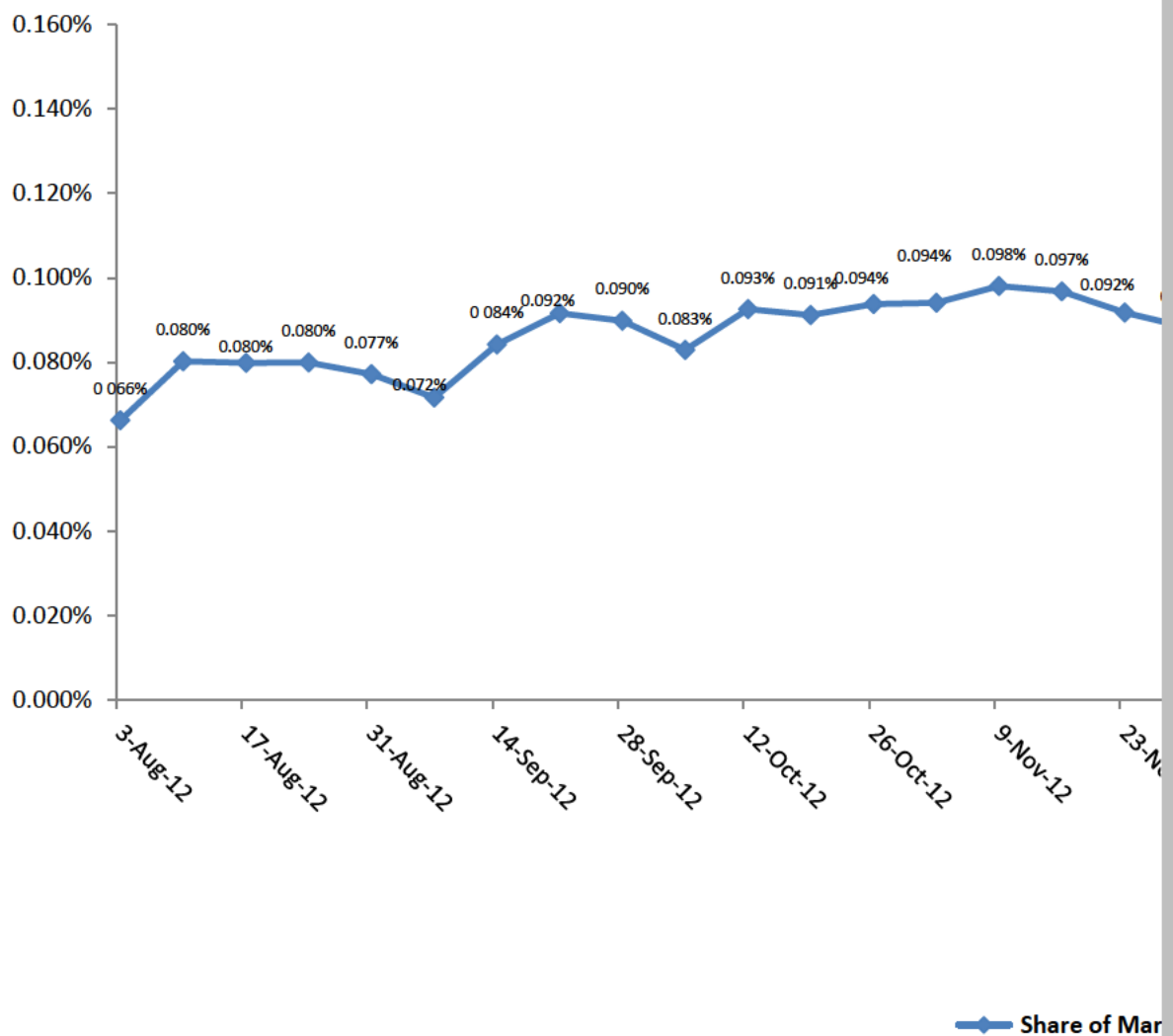


**Intermezzo Total NRx vs. Total RRx**  
**Week ending March 1, 2013**  
**(Source: IMS NPA)**

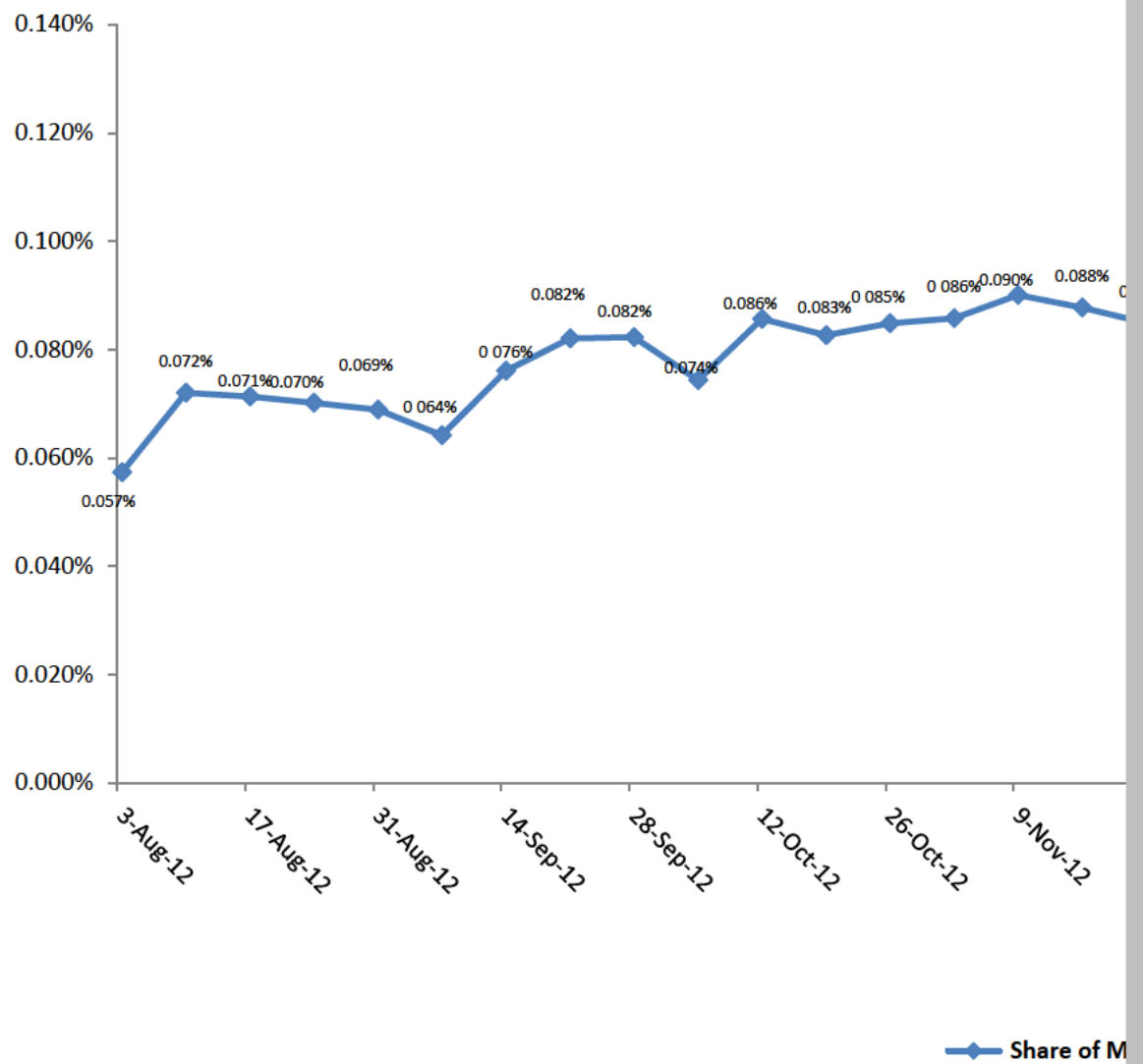




## Intermezzo Total Rx Share of Insomnia



## Intermezzo True Rx Share of Insomnia Ma



Source: IMS NPA Data

Data includes retail pharmacy, mail order and LTC channels

Numbers are absolute

	23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12
<b>Total Market TRx</b>	1,370,896	1,384,239	1,432,279	1,369,297
Intermezzo Total	-	0	92	410
Intermezzo True			88	392
<b>Share of Market (Total TRx)</b>			<b>0.006%</b>	<b>0.030%</b>
<b>Share of Market (True TRx)</b>			<b>0.006%</b>	<b>0.029%</b>

20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12	25-May-12
1,375,370	1,382,029	1,465,269	1,372,778	1,358,917	1,377,379
468	461	551	581	577	644
406	400	466	482	474	539
<b>0.034%</b>	<b>0.033%</b>	<b>0.038%</b>	<b>0.042%</b>	<b>0.042%</b>	<b>0.047%</b>
<b>0.030%</b>	<b>0.029%</b>	<b>0.032%</b>	<b>0.035%</b>	<b>0.035%</b>	<b>0.039%</b>

1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12
1,308,074	1,406,687	1,355,575	1,354,480	1,386,497	1,324,286	1,403,405
561	801	760	840	842	715	904
494	678	657	720	728	646	808
<b>0.043%</b>	<b>0.057%</b>	<b>0.056%</b>	<b>0.062%</b>	<b>0.061%</b>	<b>0.054%</b>	<b>0.064%</b>
<b>0.038%</b>	<b>0.048%</b>	<b>0.048%</b>	<b>0.053%</b>	<b>0.053%</b>	<b>0.049%</b>	<b>0.058%</b>



20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12
1,369,334	1,324,286	1,369,334	1,324,286	1,369,334	1,377,799
894	939	907	1,063	1,094	1,102
789	818	785	954	977	967
<b>0.065%</b>	<b>0.071%</b>	<b>0.066%</b>	<b>0.080%</b>	<b>0.080%</b>	<b>0.080%</b>
<b>0.058%</b>	<b>0.062%</b>	<b>0.057%</b>	<b>0.072%</b>	<b>0.071%</b>	<b>0.070%</b>

31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12	28-Sep-12
1,415,168	1,359,788	1,416,839	1,394,006	1,407,414
1,093	974	1,194	1,278	1,265
975	873	1,078	1,144	1,158
<b>0.077%</b>	<b>0.072%</b>	<b>0.084%</b>	<b>0.092%</b>	<b>0.090%</b>
<b>0.069%</b>	<b>0.064%</b>	<b>0.076%</b>	<b>0.082%</b>	<b>0.082%</b>

5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12
1,461,046	1,385,829	1,391,512	1,389,095	1,378,667
1,212	1,284	1,269	1,303	1,298
1,086	1,187	1,150	1,179	1,183
<b>0.083%</b>	<b>0.093%</b>	<b>0.091%</b>	<b>0.094%</b>	<b>0.094%</b>
<b>0.074%</b>	<b>0.086%</b>	<b>0.083%</b>	<b>0.085%</b>	<b>0.086%</b>

9-Nov-12	16-Nov-12	23-Nov-12	30-Nov-12	7-Dec-12
1,409,855	1,391,492	1,208,449	1,482,181	1,470,840
1,383	1,347	1,109	1,308	1,385
1,270	1,221	1,026	1,208	1,264
<b>0.098%</b>	<b>0.097%</b>	<b>0.092%</b>	<b>0.088%</b>	<b>0.094%</b>
<b>0.090%</b>	<b>0.088%</b>	<b>0.085%</b>	<b>0.082%</b>	<b>0.086%</b>

14-Dec-12	21-Dec-12	28-Dec-12	4-Jan-13	11-Jan-13
1,417,828	1,444,247	1,170,577	1,356,237	1,475,389
1,489	1,534	995	985	1,290
1,377	1,430	943	918	1,205
<b>0.105%</b>	<b>0.106%</b>	<b>0.085%</b>	<b>0.073%</b>	<b>0.087%</b>
<b>0.097%</b>	<b>0.099%</b>	<b>0.081%</b>	<b>0.068%</b>	<b>0.082%</b>



18-Jan-13	25-Jan-13	1-Feb-13	8-Feb-13	15-Feb-13
1,422,268	1,317,001	1,399,365	1,435,241	1,378,842
1,532	1,527	1,782	1,830	1,887
1,377	1,354	1,568	1,606	1,638
<b>0.108%</b>	<b>0.116%</b>	<b>0.127%</b>	<b>0.128%</b>	<b>0.137%</b>
<b>0.097%</b>	<b>0.103%</b>	<b>0.112%</b>	<b>0.112%</b>	<b>0.119%</b>

22-Feb-13	1-Mar-13	8-Mar-13	1/1 Week Growth
1,334,165	1,439,081		7.9%
1,907	1,963		2.9%
1,631	1,664		2.0%
<b>0.143%</b>	<b>0.136%</b>		
<b>0.122%</b>	<b>0.116%</b>		



Intermezzo Total Rxs for the week ending			
Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	804	177	981
3.5mg	730	252	982
Total	1,534	429	1,963

Distribution of Total New versus Refill Rxs for Intermezzo			
Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	82.0%	18.0%	100.0%
3.5mg	74.3%	25.7%	100.0%
Total	78.1%	21.9%	100.0%

Distribution of Intermezzo Total Rxs by Strength			
Strength	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
1.75mg	52.4%	41.3%	50.0%
3.5mg	47.6%	58.7%	50.0%
Total	100.0%	100.0%	100.0%

g March 1, 2013

<u>Trial Card Redemptions</u>	<u>"True" Rx</u>
169	812
130	852
299	1,664



**Produced Natively**



[NRx, RRx and TRx by Strength](#)  
[Distribution of Rx by Strength](#)  
[Distribution of NRx, RRx and TRx by Strength](#)  
[Weekly Growth in Butrans TRxs](#)

		Butrans New, Refill and Total Prescriptions by Strength													
		Total			5 mcg/hour			10 mcg/hour			20 mcg/hour			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 92	26-Oct-12	7,624	2,162	9,786	1,944	459	2,403	3,410	975	4,385	2,270	728	2,998	77.9%	22.1%
Week 93	2-Nov-12	7,366	2,171	9,537	1,880	434	2,314	3,319	994	4,313	2,167	743	2,910	77.2%	22.8%
Week 94	9-Nov-12	7,840	2,311	10,151	1,983	485	2,468	3,443	1,013	4,456	2,414	813	3,227	77.2%	22.8%



		Distribution of Butrans Prescriptions by Strength									Distribution of Butrans Ne					
			5 mcg/hour			10 mcg/hour			20 mcg/hour			Total			5 mcg/hour	
<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 92	26-Oct-12	100.0%	19.9%	4.7%	24.6%	34.8%	10.0%	44.8%	23.2%	7.4%	30.6%	77.9%	22.1%	100.0%	80.9%	19.1%
Week 93	2-Nov-12	100.0%	19.7%	4.6%	24.3%	34.8%	10.4%	45.2%	22.7%	7.8%	30.5%	77.2%	22.8%	100.0%	81.2%	18.8%
Week 94	9-Nov-12	100.0%	19.5%	4.8%	24.3%	33.9%	10.0%	43.9%	23.8%	8.0%	31.8%	77.2%	22.8%	100.0%	80.3%	19.7%



		w, Refill and Total Prescriptions by Strength							Weekly Growth in Butrans New, Refill and Total Prescriptions							
		10 mcg/hour				20 mcg/hour			Total			5 mcg/hour			10 mcg/hour	
<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 92	26-Oct-12	100.0%	77.8%	22.2%	100.0%	75.7%	24.3%	100.0%	0.9%	1.9%	1.1%	-2.8%	9.5%	-0.7%	2.8%	5.1%
Week 93	2-Nov-12	100.0%	77.0%	23.0%	100.0%	74.5%	25.5%	100.0%	-3.4%	0.4%	-2.5%	-3.3%	-5.4%	-3.7%	-2.7%	1.9%
Week 94	9-Nov-12	100.0%	77.3%	22.7%	100.0%	74.8%	25.2%	100.0%	6.4%	6.4%	6.4%	5.5%	11.8%	6.7%	3.7%	1.9%



criptions by Strength

Week #	Week Ending	20 mcg/hour			
		TRx	NRx	RRx	TRx
Week 92	26-Oct-12	3.3%	1.4%	-5.9%	-0.5%
Week 93	2-Nov-12	-1.6%	-4.5%	2.1%	-2.9%
Week 94	9-Nov-12	3.3%	11.4%	9.4%	10.9%



BUTRANS WEEKLY RX TRACKING BY DOSAGE STRENGTH (2011-2013)  
TOTAL RX'S AT NATIONAL LEVEL IN RETAIL PHARMACIES (unrounded)

		BUTRANS								
		5MCG	%growth	10MCG	%growth	20MCG	%growth	TOTAL	%growth	5MCG
Week 1*	21-Jan-11	41	-	46	-	13	-	100	-	21
Week 2	28-Jan-11	452	1002.44%	399	767.39%	53	307.69%	904	804.00%	226
Week 94	9-Nov-12	2,468	6.66%	4,456	3.32%	3,227	10.89%	10,151	6.44%	1,234
Week 95	16-Nov-12	2,501	1.34%	4,419	-0.83%	3,143	-2.60%	10,063	-0.87%	1,251
Week 96	23-Nov-12	2,095	-16.23%	3,637	-17.70%	2,723	-13.36%	8,455	-15.98%	1,048



		10 mcg Equivalent Rx's							
		5MCG	%growth	10MCG	%growth	20MCG	%growth	TOTAL	%growth
Week 1*	21-Jan-11	41	-	46	-	26	-	93	-
Week 2	28-Jan-11	452	1002.44%	399	767.39%	106	307.69%	731	690.27%
Week 94	9-Nov-12	2,468	6.66%	4,456	3.32%	6,454	10.89%	12,144	7.56%
Week 95	16-Nov-12	2,501	1.34%	4,419	-0.83%	6,286	-2.60%	11,956	-1.55%
Week 96	23-Nov-12	2,095	-16.23%	3,637	-17.70%	5,446	-13.36%	10,131	-15.26%



		5MCG
Week 1*	21-Jan-11	41
Week 2	28-Jan-11	452
Week 94	9-Nov-12	2,468
Week 95	16-Nov-12	2,501
Week 96	23-Nov-12	2,095





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

		Butrans 10mcg Equivalents				Trend Line Sept 1	Trend Line Jan 20	Distrib
		Total TRx	5 mcg/hour TRx	10 mcg/hour TRx	20 mcg/hour TRx	Total TRx	Total TRx	
Week #	Week Ending							
Week 92	26-Oct-12	11,583	1,202	4,385	5,996		11,583	100.0%
Week 93	2-Nov-12	11,290	1,157	4,313	5,820		11,290	100.0%
Week 94	9-Nov-12	12,144	1,234	4,456	6,454		12,144	100.0%



		Distribution of Butrans 10mcg Equivalents		
<u>Week #</u>	<u>Week Ending</u>	<b>5 mcg/hour</b> <u>TRx</u>	<b>10 mcg/hour</b> <u>TRx</u>	<b>20 mcg/hour</b> <u>TRx</u>
Week 92	26-Oct-12	10.4%	37.9%	51.8%
Week 93	2-Nov-12	10.2%	38.2%	51.6%
Week 94	9-Nov-12	10.2%	36.7%	53.1%

Weekly Growth - Butrans 10mcg Equivalents			
<b>Total</b> <u>TRx</u>	<b>5mcg</b> <u>TRx</u>	<b>10mcg</b> <u>TRx</u>	<b>20mcg</b> <u>TRx</u>
0.9%	-0.7%	3.3%	-0.5%
-2.5%	-3.7%	-1.6%	-2.9%
7.6%	6.7%	3.3%	10.9%



[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 87	14-Sep-12	9,798	9,798	9,798	119,575	134,979	143,651	80,909	18,491
Week 88	21-Sep-12	9,361	9,361	9,361	118,412	132,053	140,912	77,372	17,847
Week 89	28-Sep-12	9,583	9,583	9,583	119,939	132,706	141,934	78,646	17,952
Week 89	5-Oct-12	9,658	9,658	9,658	122,102	136,344	146,505	80,900	18,344
Week 90	12-Oct-12	9,730	9,730	9,730	117,411	131,166	142,163	78,962	17,969
Week 91	19-Oct-12	9,677	9,677	9,677	118,852	131,569	140,196	78,366	18,119
Week 92	26-Oct-12	9,786	9,786	9,786	118,408	131,549	139,819	77,310	17,681
Week 93	2-Nov-12	9,537	9,537	9,537	116,248	129,355	139,217	75,859	17,143
Week 94	9-Nov-12	10,151	10,151	10,151	121,939	134,418	145,259	80,829	18,570



		ptions							
<u>Week #</u>	<u>Week Ending</u>			<u>Exalgo</u>	<u>Nucynta ER</u>	<u>Total EROs</u>			<u>Butrans</u>
Week 87	14-Sep-12	9,798	9,798	3,974	5,964	517,341	1.89%	1.89%	1.89%
Week 88	21-Sep-12	9,361	9,361	3,998	6,180	506,135	1.85%	1.85%	1.85%
Week 89	28-Sep-12	9,583	9,583	3,996	6,252	511,008	1.88%	1.88%	1.88%
Week 89	5-Oct-12	9,658	9,658	4,168	6,180	524,201	1.84%	1.84%	1.84%
Week 90	12-Oct-12	9,730	9,730	3,779	6,270	507,450	1.92%	1.92%	1.92%
Week 91	19-Oct-12	9,677	9,677	4,107	6,647	507,533	1.91%	1.91%	1.91%
Week 92	26-Oct-12	9,786	9,786	4,095	6,282	504,930	1.94%	1.94%	1.94%
Week 93	2-Nov-12	9,537	9,537	3,881	5,961	497,201	1.92%	1.92%	1.92%
Week 94	9-Nov-12	10,151	10,151	4,113	6,366	521,645	1.95%	1.95%	1.95%



				Share of Extended Release Opioid Market					
<u>Week #</u>	<u>Week Ending</u>			<u>Oxycodone ER</u>	<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>	<u>Exalgo</u>
Week 87	14-Sep-12	<b>9,798</b>	<b>9,798</b>	23.1%	26.1%	27.8%	15.6%	3.57%	0.77%
Week 88	21-Sep-12	<b>9,361</b>	<b>9,361</b>	23.4%	26.1%	27.8%	15.3%	3.53%	0.79%
Week 89	28-Sep-12	<b>9,583</b>	<b>9,583</b>	23.5%	26.0%	27.8%	15.4%	3.51%	0.78%
Week 89	5-Oct-12	<b>9,658</b>	<b>9,658</b>	23.3%	26.0%	27.9%	15.4%	3.50%	0.80%
Week 90	12-Oct-12	<b>9,730</b>	<b>9,730</b>	23.1%	25.8%	28.0%	15.6%	3.54%	0.74%
Week 91	19-Oct-12	<b>9,677</b>	<b>9,677</b>	23.4%	25.9%	27.6%	15.4%	3.57%	0.81%
Week 92	26-Oct-12	<b>9,786</b>	<b>9,786</b>	23.5%	26.1%	27.7%	15.3%	3.50%	0.81%
Week 93	2-Nov-12	<b>9,537</b>	<b>9,537</b>	23.4%	26.0%	28.0%	15.3%	3.45%	0.78%
Week 94	9-Nov-12	<b>10,151</b>	<b>10,151</b>	23.4%	25.8%	27.8%	15.5%	3.56%	0.79%



<u>Week #</u>	<u>Week Ending</u>			<u>Nucynta ER</u>	<u>Total EROs</u>	<u>Butrans</u>	<u>Oxycodone ER</u>	<u>Fentanyl Patch</u>
Week 87	14-Sep-12	<b>9,798</b>	<b>9,798</b>	1.15%	100.0%	<b>14.7%</b>	4.9%	5.9%
Week 88	21-Sep-12	<b>9,361</b>	<b>9,361</b>	1.22%	100.0%	<b>-4.5%</b>	-1.0%	-2.2%
Week 89	28-Sep-12	<b>9,583</b>	<b>9,583</b>	1.22%	100.0%	<b>2.4%</b>	1.3%	0.5%
Week 89	5-Oct-12	<b>9,658</b>	<b>9,658</b>	1.18%	100.0%	<b>0.8%</b>	1.8%	2.7%
Week 90	12-Oct-12	<b>9,730</b>	<b>9,730</b>	1.24%	100.0%	<b>0.7%</b>	-3.8%	-3.8%
Week 91	19-Oct-12	<b>9,677</b>	<b>9,677</b>	1.31%	100.0%	<b>-0.5%</b>	1.2%	0.3%
Week 92	26-Oct-12	<b>9,786</b>	<b>9,786</b>	1.24%	100.0%	<b>1.1%</b>	-0.4%	0.0%
Week 93	2-Nov-12	<b>9,537</b>	<b>9,537</b>	1.20%	100.0%	<b>-2.5%</b>	-1.8%	-1.7%
Week 94	9-Nov-12	<b>10,151</b>	<b>10,151</b>	1.22%	100.0%	<b>6.4%</b>	4.9%	3.9%



Extended Release Opioid Market Weekly Growth								
<u>Week #</u>	<u>Week Ending</u>			<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>	<u>Exalgo</u>	<u>Nucynta ER</u>
Week 87	14-Sep-12	9,798	9,798	4.6%	6.4%	7.8%	5.6%	14.3%
Week 88	21-Sep-12	9,361	9,361	-1.9%	-4.4%	-3.5%	0.6%	3.6%
Week 89	28-Sep-12	9,583	9,583	0.7%	1.6%	0.6%	-0.1%	1.2%
Week 89	5-Oct-12	9,658	9,658	3.2%	2.9%	2.2%	4.3%	-1.2%
Week 90	12-Oct-12	9,730	9,730	-3.0%	-2.4%	-2.0%	-9.3%	1.5%
Week 91	19-Oct-12	9,677	9,677	-1.4%	-0.8%	0.8%	8.7%	6.0%
Week 92	26-Oct-12	9,786	9,786	-0.3%	-1.3%	-2.4%	-0.3%	-5.5%
Week 93	2-Nov-12	9,537	9,537	-0.4%	-1.9%	-3.0%	-5.2%	-5.1%
Week 94	9-Nov-12	10,151	10,151	4.3%	6.6%	8.3%	6.0%	6.8%



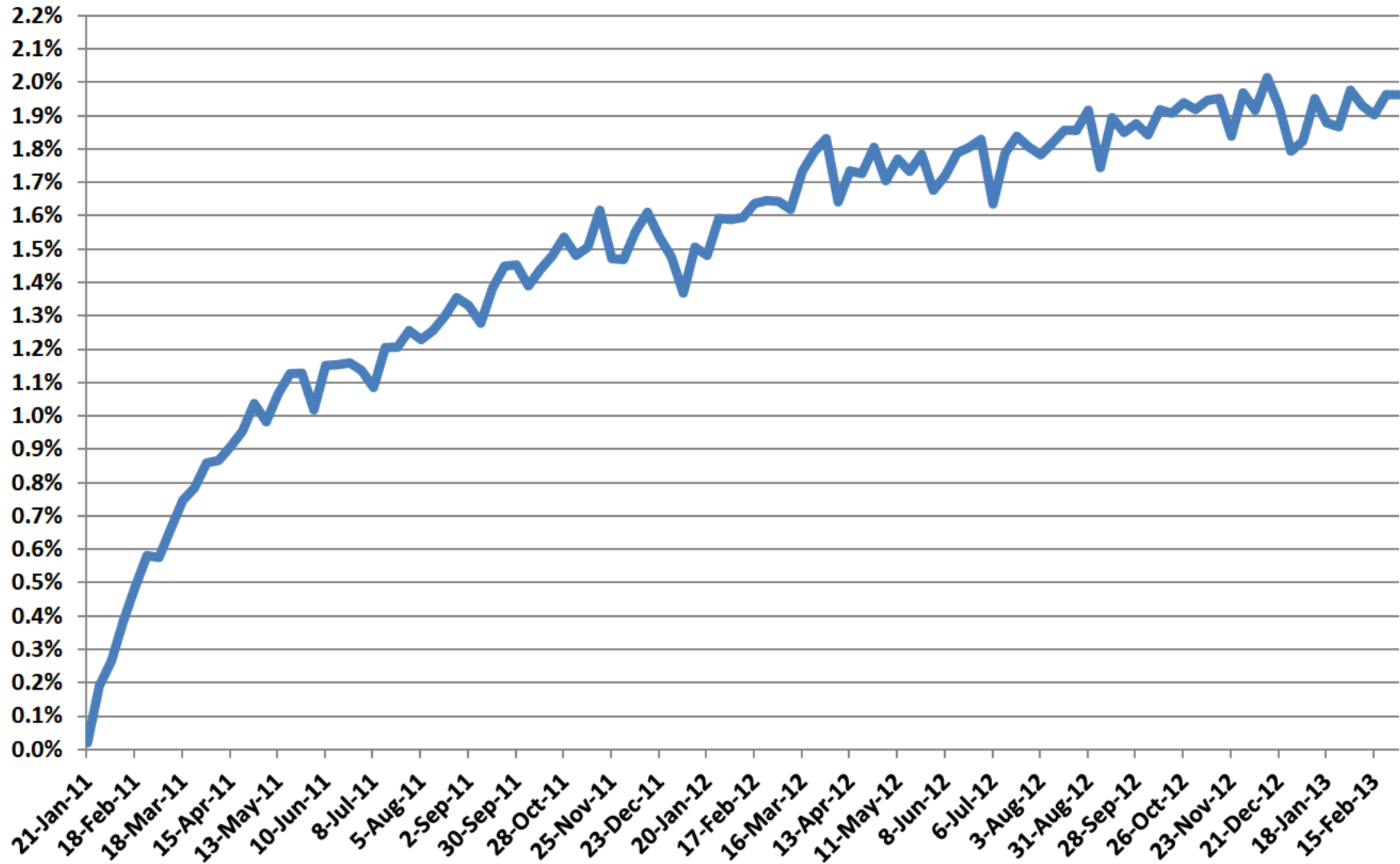
<u>Week #</u>	<u>Week Ending</u>			<u>Total EROs</u>
Week 87	14-Sep-12	9,798	9,798	5.7%
Week 88	21-Sep-12	9,361	9,361	-2.2%
Week 89	28-Sep-12	9,583	9,583	1.0%
Week 89	5-Oct-12	9,658	9,658	2.6%
Week 90	12-Oct-12	9,730	9,730	-3.2%
Week 91	19-Oct-12	9,677	9,677	0.0%
Week 92	26-Oct-12	9,786	9,786	-0.5%
Week 93	2-Nov-12	9,537	9,537	-1.5%
Week 94	9-Nov-12	10,151	10,151	4.9%



## Butrans Weekly Extended Release Opioid Rx Share

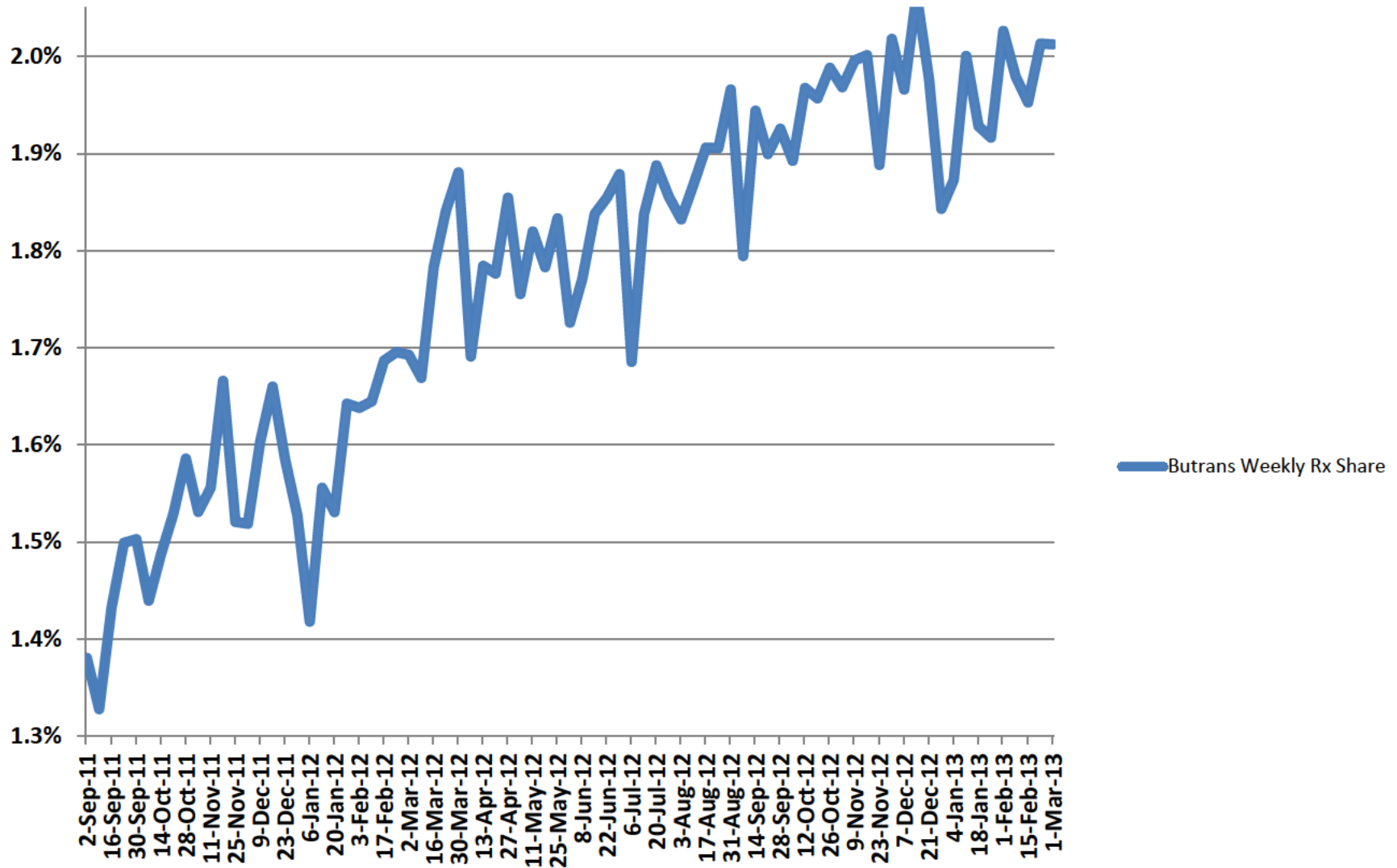
(Source: IMS National Prescription Audit; includes both brand and generic opioids)

Weekly TRx Share



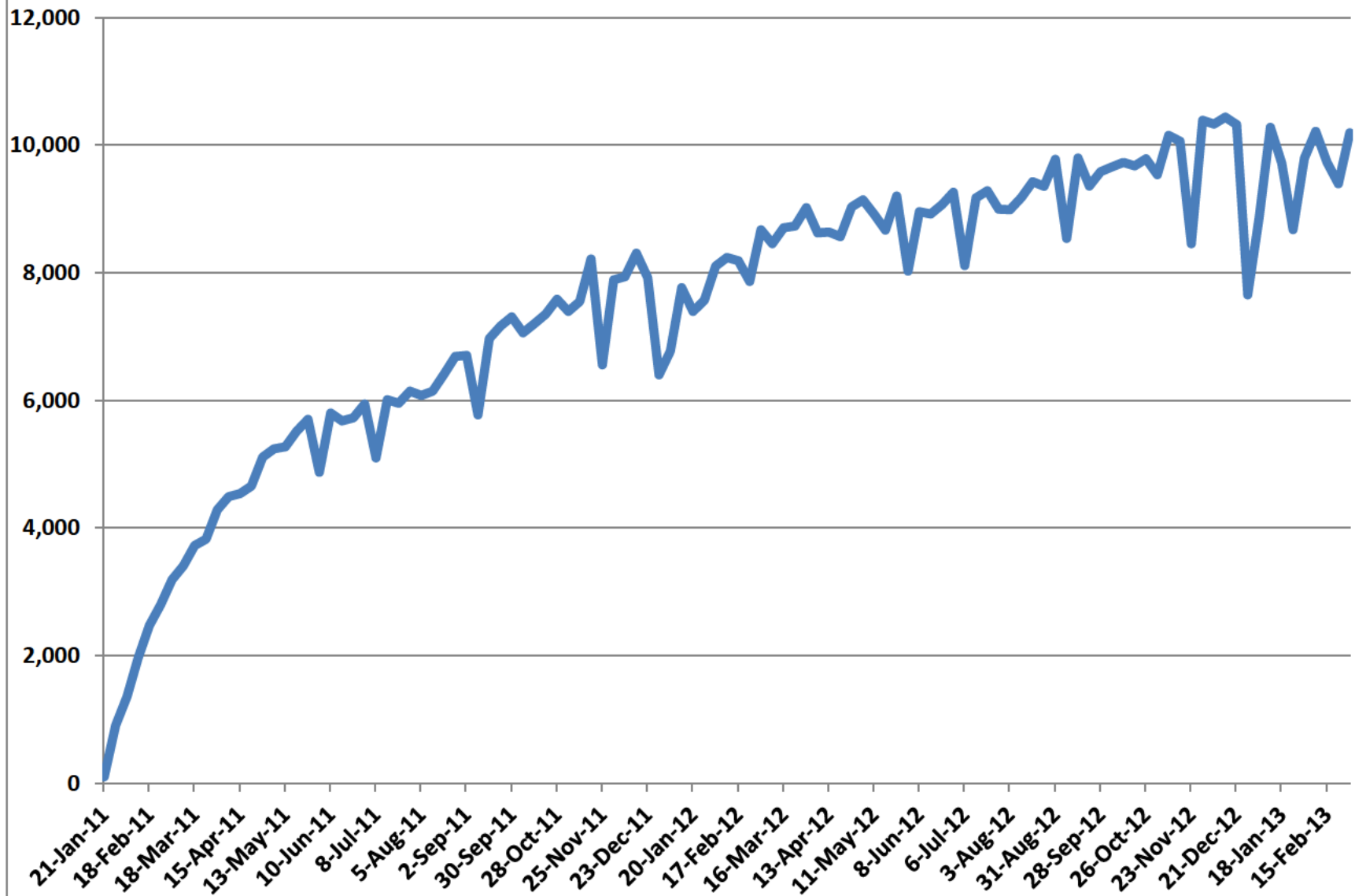
## Detailed Butrans Weekly Extended Release Opioid Market Share

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

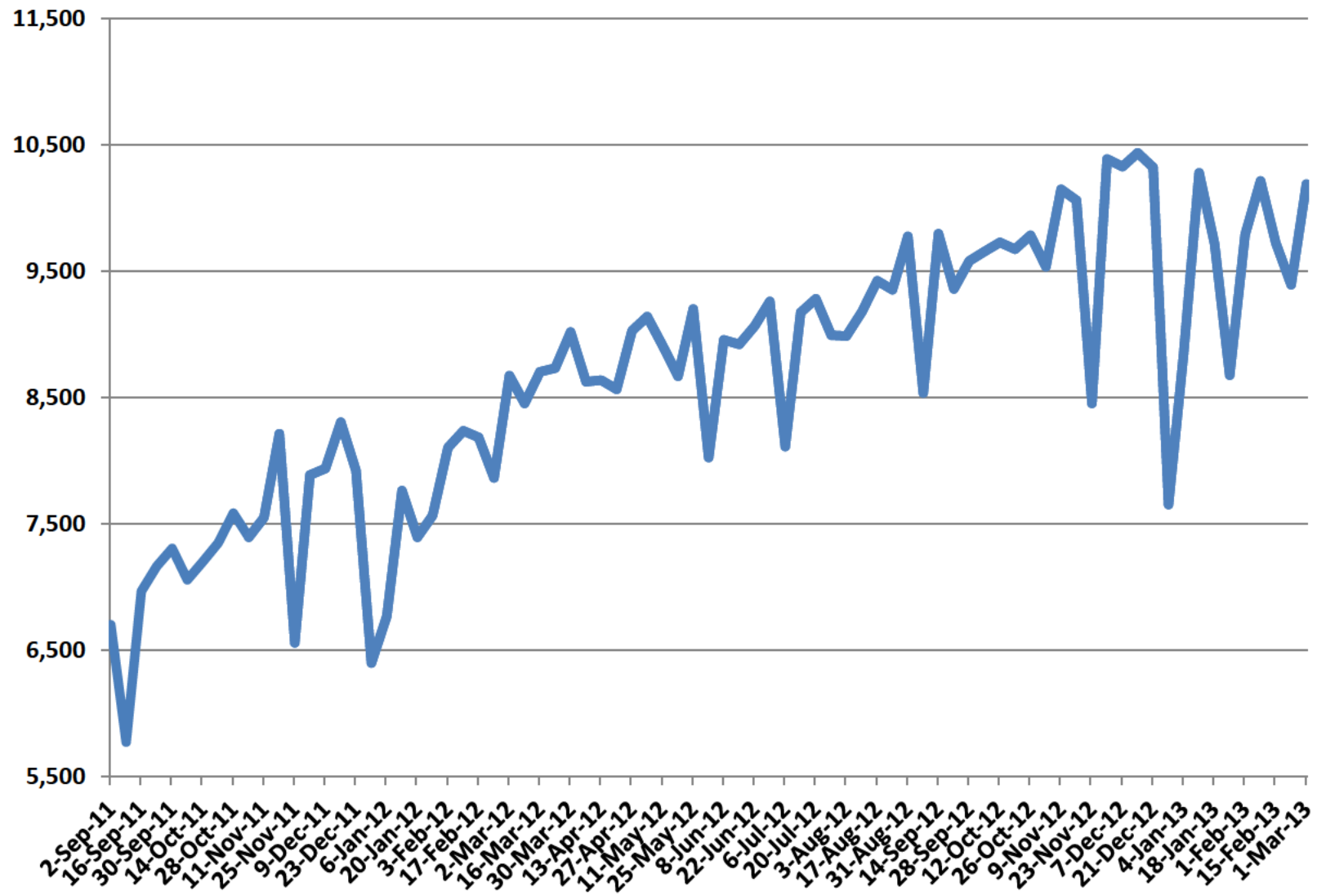


## Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)

Weekly TRxs



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



Message

**From:** Baker, Stuart D. [REDACTED]  
**Sent:** 3/15/2013 5:31:14 PM  
**To:** Sackler, Dr Raymond R [REDACTED]  
[REDACTED] Sackler, Beverly  
[REDACTED]  
Sackler, Dame Theresa [REDACTED] Sackler, Dr Richard  
[REDACTED]  
Sackler Lefcourt, Ilene [REDACTED]  
[REDACTED] Sackler, Dr Kathe  
[REDACTED]  
Sackler, Jonathar [REDACTED]  
[REDACTED] Sackler Hunt, Samantha  
[REDACTED] Sackler, Mortimer D.A [REDACTED]  
[REDACTED] Sackler, David  
[REDACTED]  
Boer, Peter [REDACTED]  
[REDACTED] Boer, Peter  
[REDACTED] Lewent, Judy [REDACTED]  
Pickett, Ceci [REDACTED]  
[REDACTED] Costa, Paulo  
[REDACTED]  
Snyderman, Ralph [REDACTED]  
[REDACTED]  
**CC:** Baker, Stuart D [REDACTED]  
[REDACTED] Stewart, John H. (US) [REDACTED]  
[REDACTED] Mahony, Edward  
[REDACTED]  
[REDACTED]  
[REDACTED] Roncalli, Anthony [REDACTED]  
[REDACTED]  
**BCC:** Stewart, John H. (US) [REDACTED]  
**Subject:** Draft Agenda and Board Book - Meetings of the Boards of Directors (U.S. Companies)  
**Attachments:** U S Board Book (Draft - March 15 2013).pdf

Friday, March 15, 2013

Dear All,

Attached is the draft Agenda and Board Book (Draft - March 15, 2013) for the Meetings of the Boards of Directors (U.S. Companies) to be held next Thursday, March 21, 2013 in the Stamford Board room following the Meetings of the Boards of Directors (International Companies). The Meetings of the Boards of Directors (International Companies) will commence at 10:00 a.m. (NY time).

Directors are encouraged to attend the Meetings in person.

For those persons joining the meetings telephonically, the call-in numbers are as follows:

U.S. Participants: [REDACTED]

Non-U.S. Participants: [REDACTED]

Passcode: [REDACTED]

The attached materials have been uploaded to Boardvantage.

Stuart

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This e-mail, and any attachments thereto, is intended only for use by the addressee(s) named herein and may contain legally privileged and/or confidential information. If you are not the intended recipient of this e-mail, you are hereby notified that any dissemination, distribution or copying of this e-mail, and any attachments thereto, is strictly prohibited. If you have received this e-mail in error, please notify me by replying to this message and permanently delete the original and any copy of this e-mail and any printout thereof.

For additional information about Chadbourne & Parke LLP and Chadbourne & Parke (London) LLP, including a list of attorneys, please see our website at <http://www.chadbourne.com>

**BOARDS OF DIRECTORS MEETINGS  
(U.S. Companies)**

**Thursday, March 21, 2013**

**AGENDA**

1. Interim Decisions
  - None
2. Pending Decisions
  - A. 

**Redacted**
  - B. Targiniq<sup>®</sup> - Confirmation as the US Trademark for Targin<sup>®</sup>  
**(5 Minutes)**
  - C. Withdrawal of Original OxyContin<sup>®</sup> NDA **(5 Minutes)**
3. Review of Abuse-Deterrent Product Development Strategy **(60 Minutes)**
4. April 16<sup>th</sup> OxyContin<sup>®</sup> Patent Date - Activities/Submissions **(15 Minutes)**
5. Project Yoda **(45 Minutes)**
6. Other

# TAB 2A



PROPOSED DECISION

March \_\_\_\_, 2013

**Redacted**

# Redacted

# Redacted

# Redacted

# Redacted

# Redacted

**Baker, Stuart D.**

---

**From:** Stewart, John H. (US) [REDACTED]@pharma.com]  
**Sent:** Thursday, March 07, 2013 6:32 PM  
**To:** Baker, Stuart D.; Boer, Peter; Costa, Paulo; Judy Lewent; Pickett, Cecil; Sackler, Beverly; Sackler, Dame Theresa; Sackler, David; Sackler, Dr Kathe; Sackler, Dr Raymond R; Sackler, Dr Richard; Sackler, Jonathan; Sackler, Mortimer D A; Snyderman, Ralph  
**Cc:** JHS (US); Mahony, Edward [REDACTED]  
**Subject:** OxyContin Litigation Settlements - Requests for Approval  
**Importance:** High

**Redacted**

---

**From:** Mahony, Edward  
**Sent:** Wednesday, March 06, 2013 8:44 PM  
**To:** Stewart, John H. (US)  
**Cc:** [REDACTED]  
**Subject:** Settlements Request for Approval -- Urgent

=====  
=====

**PRIVILEGED & CONFIDENTIAL**

**John,**

**Redacted**



# Redacted

# Redacted

# Redacted

**Baker, Stuart D.**

---

**From:** Stewart, John H. (US) [REDACTED]@pharma.com]  
**Sent:** Thursday, March 07, 2013 6:36 PM  
**To:** Baker, Stuart D.; Boer, Peter; Costa, Paulo; Judy Lewent; Pickett, Cecil; Sackler, Beverly; Sackler, Dame Theresa; Sackler, David; Sackler, Dr Kathe; Sackler, Dr Raymond R; Sackler, Dr Richard; Sackler, Jonathan; Sackler, Mortimer D A; Snyderman, Ralph  
**Cc:** JHS (US); Mahony, Edward; [REDACTED]  
**Subject:**  
**Attachments:**

**Redacted**

**Importance:** High

Privileged and Confidential

**Redacted**

John

# Redacted

# Redacted

# Redacted

# Redacted



# Redacted

# Redacted

# Redacted

# Redacted

# Redacted

**Baker, Stuart D.**

---

**From:** Mahony, Edward [REDACTED]@pharma.com]  
**Sent:** Thursday, March 07, 2013 10:15 PM  
**To:** JHS (US)  
**Cc:** [REDACTED]  
**Subject:** [REDACTED]

John,

**Redacted**

[REDACTED] and Ed

---

**From:** Sackler, Dr Richard  
**Sent:** Thursday, March 07, 2013 7:54 PM  
**To:** Stewart, John H. (US); Baker, Stuart D.; Boer, Peter; Costa, Paulo; Judy Lewent; Pickett, Cecil; Sackler, Beverly; Sackler, Dame Theresa; Sackler, David; Sackler, Dr Kathe; Sackler, Dr Raymond R; Sackler, Jonathan; Sackler, Mortimer D.A.; Snyderman, Ralph  
**Cc:** JHS (US); Mahony, Edward [REDACTED]  
**Subject:** [REDACTED]  
**Importance:** High

**Redacted**

# TAB 2B

## **PROPOSED DECISION**

**March \_\_, 2013**

### Targiniq® - Confirmation as the US Trademark for Targin®

It is proposed that Targiniq® be confirmed as the US Trademark for Targin®.

(Decision of the Board of Directors of Purdue Pharma Inc., as the General Partner of  
Purdue Pharma L.P.)



**Baker, Stuart D.**

---

**From:** Stewart, John H. (US) [REDACTED]@pharma.com]  
**Sent:** Friday, March 01, 2013 11:37 AM  
**To:** Baker, Stuart D.; Boer, Peter; Costa, Paulo; Judy Lewent; Pickett, Cecil; Sackler, Beverly; Sackler, Dame Theresa; Sackler, David; Sackler, Dr Kathe; Sackler, Dr Raymond R; Sackler, Dr Richard; Sackler, Jonathan; Sackler, Mortimer D.A.; Snyderman [REDACTED]  
**Cc:** [REDACTED] Gasdia, Russell; Landau, Dr. Craig; [REDACTED]  
**Subject:** TARGINIQ is the Recommended US Trademark for ONU (Targin)

Below is an email from [REDACTED] our OxyContin Brand Manager who also on the ONU Development Team, which outlines the rationale for selection of Targiniq as the US brand name for the product – which Russ and I support. The choice of Targiniq culminated out of the results of a detailed research survey of 12 “finalist” names - involving 75 physicians, 75 pharmacists and 100 pain patients.

The original hope was to be able to use Targin as the US tradename, but as noted below – that name was rejected by the Patent and Trademark Office. In order to maintain brand international brand awareness/continuity, the Targin-like marks of Targinact and Targiniq were included in the research – along with Targin itself for comparative purposes. The research evaluates each name on two primary parameters, likelihood of regulatory agency acceptance (freedom from brand confusion, inherent promotional claims etc.) and marketing criteria (first impressions, attributes, favorite name, overall choice, etc.). Due to the importance for a trademark to be acceptable to the FDA, somewhat greater priority is given to performance on the regulatory factors – but not overwhelmingly so.

In the charts within [REDACTED] email below, you will see that the top three marks in terms of marketing performance were Targinact, Targin and Targiniq, respectively. However, on the regulatory criteria, the order among the three was just the opposite. As such, and knowing that Targin isn't available – the choice is Targiniq, and I have advised [REDACTED] and Russ to proceed with Targiniq – with the expectation that it will be accepted by the FDA. If it is not, we will undertake additional analyses/discussions before proceeding with the current “second place” selection – Omtinu. I do, however, want you to be informed of the process and basis for the selection.

If you would like to see the detailed report of the research project, let me know and I'll have it forwarded.

Regards – John

---

**From:** [REDACTED]  
**Sent:** Wednesday, February 27, 2013 5:21 PM  
**To:** Stewart, John H. (US)  
**Cc:** Gasdia, Russell; [REDACTED]  
**Subject:** ONU Naming Project - Decision Required  
**Importance:** High

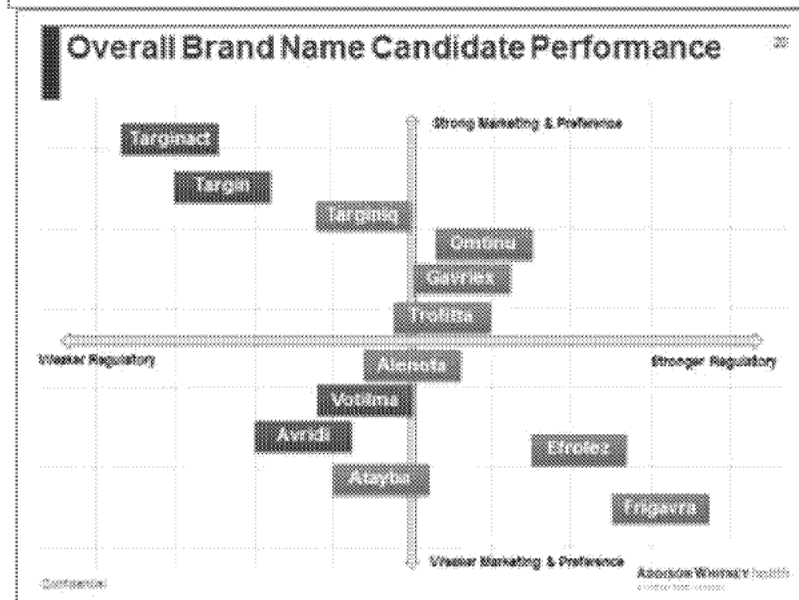
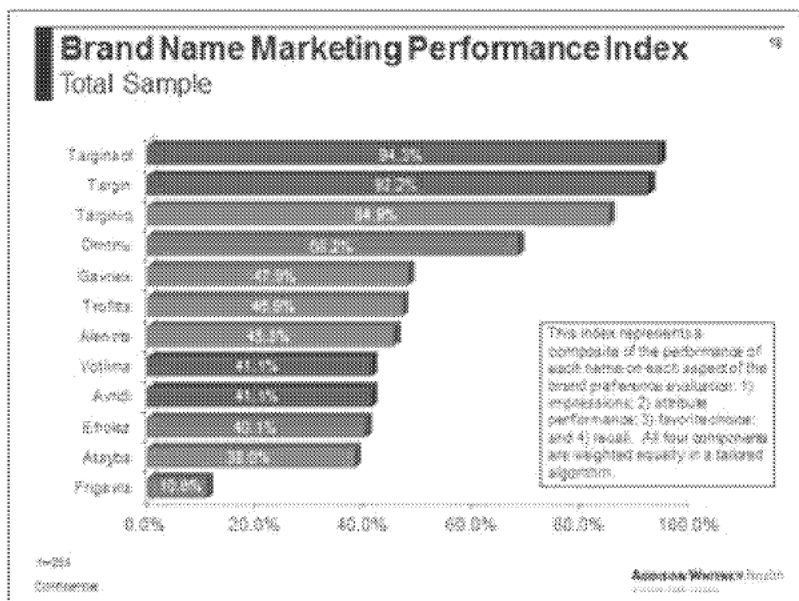
John-

**ACTION:** Provide approval to move forward with TARGINIQ as the first choice name candidate for ONU and OMTINU as the backup (replacing TROFITTA) by March 11<sup>th</sup>.

- It is still my recommendation at we should move forward with TARGINIQ as the first choice US brand name candidate for ONU.
  - Although both TARGIN and TARGINACT performed slightly better in the naming research, as measured by the Marketing Performance Index, the differences were relatively minor. Moreover, our trademark application for TARGIN was rejected by the United States Patent and Trademark Office based on similarity to the existing mark TARGEGEN – so we are not going to be able to use Targin
  - Based on the naming research, TARGINACT poses a greater risk of not getting approved by the FDA, due to the potential look alike confusion with TAGAMET.

OTHER:

- # Redacted
- It will now be published for opposition in the next few months, which means that third parties will be given thirty days to oppose our application if they believe it conflicts with their trademark rights. If nobody opposes the application, we will then receive a "Notice of Allowance", which will give us three years to begin using the mark (and once we begin using it, we will get a registration).
- Our first choice for the backup name (backup to a Targin-like name) was originally OMTINU, as it tested well in the Marketing Performance Index and is also a strong candidate for Regulatory approval



CLOSE: Please let me know if you have any questions.

Thanks,

Redacted [Redacted@pharma.com](mailto:Redacted@pharma.com)

# TAB 2C

## PROPOSED DECISION

March \_\_, 2013

### Withdrawal of Original OxyContin® NDA

It is proposed that Purdue Pharma L.P. request the FDA to withdraw the NDA for the original formulation of OxyContin® tablets.

(Decision of the Board of Directors of Purdue Pharma Inc., as the General Partner of Purdue Pharma L.P.)

# Redacted

# Redacted

# Redacted

# Redacted



# TAB 3



**A positive impact.**

On healthcare. And on lives.

# Abuse Deterrent Strategy

Presentation to Purdue's Board of Director's

John H. Stewart

Craig J. Landau, MD

March 21, 2013



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# History of Prescription Drug Abuse

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- Has been steadily increasing over the past 20+ years
- Cost \$ 534 Billion per year
- Anti-abuse programs
  - Prevention and early intervention
  - Law enforcement – “War on drugs”
  - Reduce use of/access to the drugs being abused
  - Change the drugs themselves

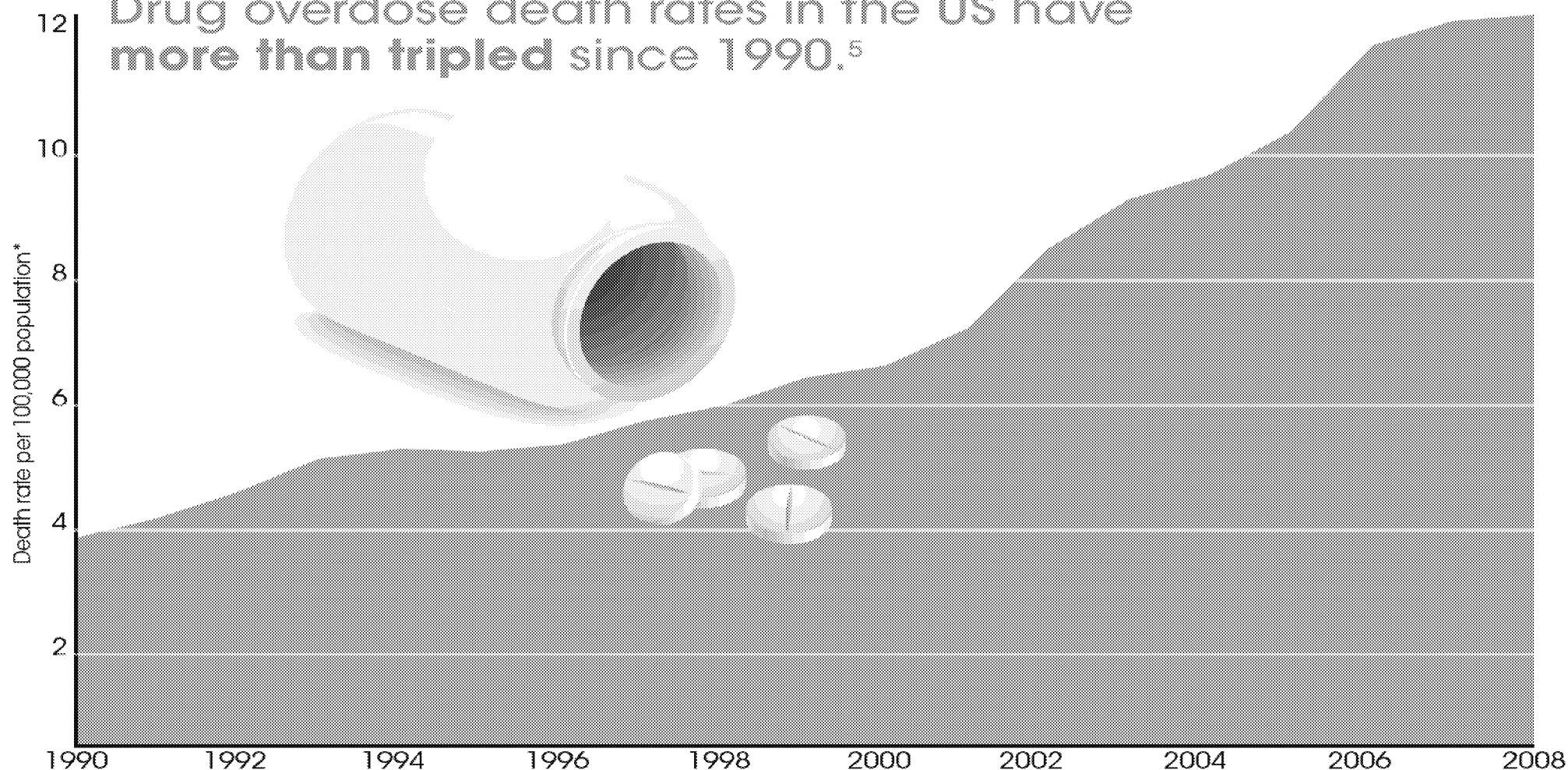


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# A Major Public Health Problem

Drug overdose death rates in the US have **more than tripled** since 1990.<sup>5</sup>



\*Deaths are those for which poisoning by drugs (illicit, prescription, and over-the-counter) was the underlying cause.

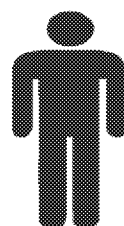
Source: CDC NCIPC November 2011



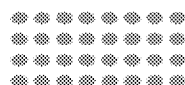
# Opioid Deaths Are the “Tip of the Iceberg”

In 2008, there were **14,800** prescription painkiller deaths.<sup>4</sup>

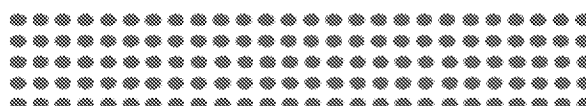
For every **1** death there are...



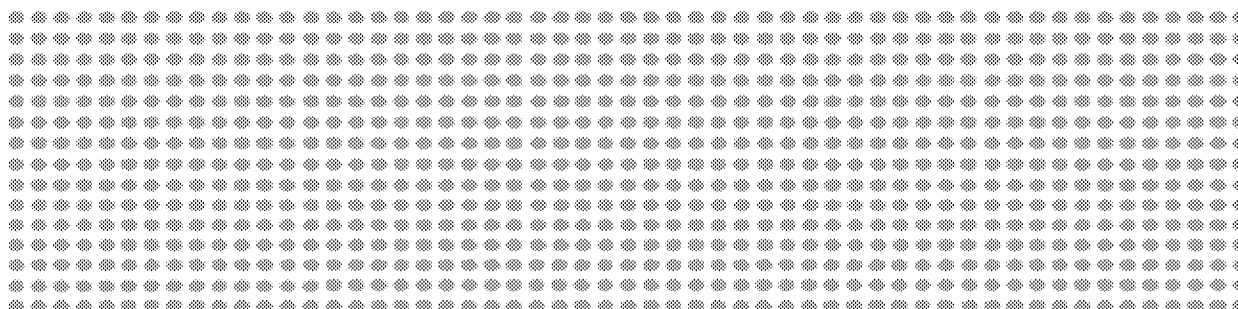
**10** treatment admissions for abuse<sup>9</sup>



**32** emergency dept visits for misuse or abuse<sup>6</sup>



**130** people who abuse  
or are dependent<sup>7</sup>



**825**  
nonmedical  
users<sup>7</sup>

Source: CDC NCIPC November 2011



# Abuse Deterrent Strategy

---

 MD

A decorative graphic in the bottom-left corner consisting of concentric, wavy lines that resemble a ripple effect or a stylized eye, with a dark, textured background.

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# FDA Advisory Committee Meeting

---

Transcript Excerpt: November 13, 2008

- “So, how do we walk that fine line between continued access for patients in pain while reducing the abuse and misuse of prescription opioid drug products that have led to so much misery? Tough question.”

**Bob A. Rappaport, MD**

Director, Division of Anesthesia, Analgesia, and Addiction Products  
Center for Drug Evaluation and Research  
U.S. Food and Drug Administration

*Excerpt from the Minutes of the FDA Center for Drug Evaluation and Research Joint Meeting of the Anesthetic and Life Support Drugs Advisory Committee and Drug Safety & Risk Management Advisory Committee, November 13, 2008.*



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## Formulation Initiation

**Creation of Abuse Deterrent Formulations**

**OxyContin as prototype**

**Extend to all opioids**

**Broad Approach**

**Physicochemical**

- Hardness
- Viscosity

**Pharmacologic**

**Aversion**

**Delivery  
Systems**

**PURDUE**

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## Converting Strategy Into Value

### ORF Sentinel Complete Switch Strategy

#### Pathway from laboratory to public health values

Formulation

in vitro  
testing

PK/PD

“Liking  
studies”

Epidemiology  
studies

**PURDUE**

Confidential

# FDA Advisory Committee Meeting

## Transcript Excerpt: November 13, 2008

- “Whether it's actually going to improve the safety in the community, then the FDA might have a reason for saying to the other companies, your drugs are no longer safe and whether we could take them off the market is a difficult thing to do, but it would be something that would be under consideration. But first you've got to establish that the impact of the change creates a safer environment.”

**Bob A. Rappaport, MD**

Director, Division of Anesthesia, Analgesia, and Addiction Products  
Center for Drug Evaluation and Research  
U.S. Food and Drug Administration

*Excerpt from the Minutes of the FDA Center for Drug Evaluation and Research Joint Meeting of the Anesthetic and Life Support Drugs Advisory Committee and Drug Safety & Risk Management Advisory Committee, November 13, 2008.*

A decorative graphic in the bottom left corner featuring concentric circles and a stylized leaf or flower-like shape.

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On healthcare And on lives.

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## Laying the Groundwork

**Document the value of each step of the switch strategy  
and how each step is related**

**Identify target  
audiences**

**Present to  
opinion leaders**

**Publish each  
component**

**Provide public health benefit data to support FDA's  
decision not to allow an ANDA to original NDA**

**Provide public health/value data to Regulatory and  
Legislative bodies to require abuse deterrent properties  
for all opioids**

**PURDUE**

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# Current U.S. Regulatory Landscape – Generic Discussion

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## FDA's Authority to Act

- January 2013 – Letter from FDA Commissioner Hamburg to Senator Tom Coburn
  - “...if FDA determines that the new [ADF] formulations significantly deter abuse, we have concluded that FDA has legal authority, under the drug approval and safety provisions of the Federal Food, Drug and Cosmetic Act, to require generic versions of these products to have abuse-deterrent formulations as well.”



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## Creating Layers of Value

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### **Use labeling to document differentiation and value**

1. Provided our regulatory roadmap
2. FDA with guidance
3. We now have a label



### **Drive understanding of “balloon effect” and why all must participate**



### **Provide financial/public health value to payors to support formulary and payment support**



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## Competitive Advantage

---

**Be the first pharmaceutical company with a  
broad menu of Abuse Deterrent opioids with IR/CR**

**Eg. OxyContin, Targin, Hydrocodone,  
IR AD Oxycodone, and AD MS Contin**

A decorative graphic in the bottom left corner, featuring a circular pattern with the text "A positive impact." and "On Healthcare And its Users." below it.

**A positive impact.**  
On Healthcare And its Users.

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## Pursuing Exclusivity

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**Exclusivity Activities**

**Patent Approaches**

**Settlements/Transactions**

**Citizen's Petitions**

**Low ABUK**

**Safety related**

**In vitro  
tamper testing**

**PURDUE**

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## Driving it Home

---

Political Pressure

A positive impact.  
On healthcare. And on lives.

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# Blue Sheet



# Abuse Deterrent Strategy - Regulatory Approach and Current Status

---

Craig Landau, MD

A decorative graphic in the bottom left corner featuring concentric circles and a hand holding a pen, with the text "A positive impact. On healthcare. And on lives." overlaid.

**A positive impact.**  
On healthcare. And on lives.

Confidential

# Current U.S. Regulatory Landscape – Branded Discussion

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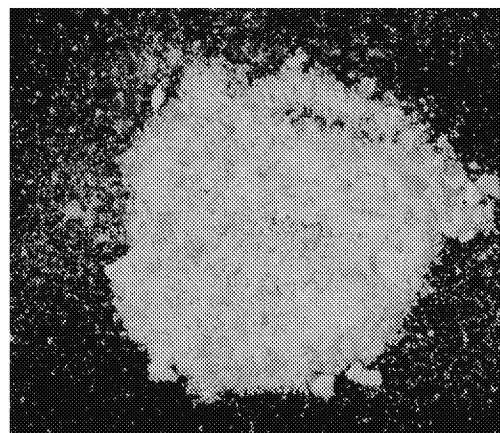
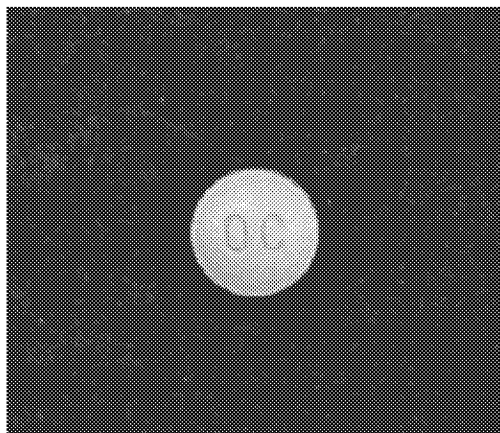
FDA Advisory Committee on Zohydro ER (twice-daily hydrocodone bitartrate)  
December 7, 2012

- **Bob Rappaport (FDA Division Director)**
  - “It is expected that Zohydro ER (if approved and marketed) will be associated with higher levels of abuse than the hydrocodone combination products.”
- **Randall P. Flick, M.D, M.P.H (Ad Comm Chair)**
  - “Effects of the new OxyContin and Opana ER formulations on abuse are independently being observed, reported and recognized as being important.”
  - “The Committee believes all products within this class should have abuse deterrent features.....”



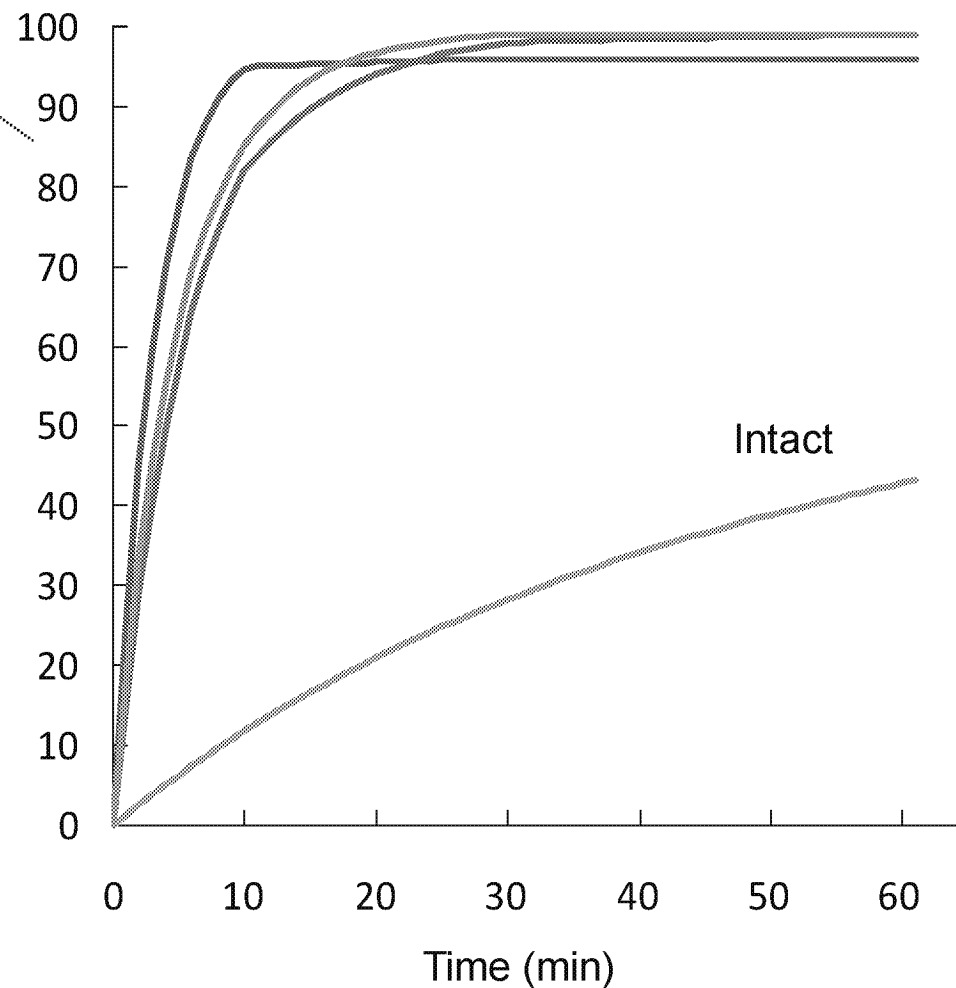
Confidential

# The controlled-release properties of original OxyContin could easily be overcome



Oxycodone HCl  
% released

Pill crusher, two spoons, mortar & pestle



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