

Unknown

From: Dr Richard Sackler
Sent: Wednesday, September 04, 1996 9:19 AM
To: Friedman
Cc: Alfonso
Subject: Re[8]: Press release or similar promotion

THOSE WILL BE GOOD ENOUGH FOR ME

Reply Separator
Subject: Re[7]: Press release or similar promotion
Author: Friedman at NORWALK
Date: 9-4-96 7:39 AM

It will not be circulated until it meets my standards.

MF

Reply Separator
Subject: Re[6]: Press release or similar promotion
Author: Dr Richard Sackler at NORWALK
Date: 9/4/96 6:28 AM

great but who will do it? EGC? If so, this is fine, but I don't want to be involved until it meets your standards.

Reply Separator
Subject: Re[5]: Press release or similar promotion
Author: Friedman at NORWALK
Date: 9-3-96 10:32 PM

We can do this in-house. If you agree, I'll ask Mark to get the writers to work on this.

MF

Reply Separator
Subject: Re[4]: Press release or similar promotion
Author: Dr Richard Sackler at NORWALK
Date: 9/3/96 10:55 PM

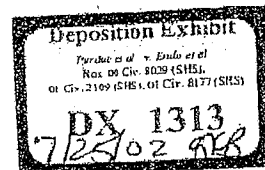
I agree about the agency.

I want to signal the licensing in market for the product around the world, get an audience for our patent infringement suits so that we are feared as a tiger with claws, teeth and balls, and build some excitement with prescribers that OxyContin Tablets is the way to go.

Reply Separator
Subject: Re[3]: Press release or similar promotion
Author: Friedman at NORWALK
Date: 9-2-96 8:59 PM

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My view is different. If you want to use PR to "signal" our market as to our development pipeline I have no problem. I do not want to spend money on PR to increase sales. We do not need an agency in our pockets. I have learned my lessons.

MF

Reply Separator

Subject: Re(2): Press release or similar promotion
Author: Dr Richard Sackler at NORWALK
Date: 9/2/96 8:02 PM

I don't see this as a "departure" from policy.

Reply Separator

Subject: Re: Press release or similar promotion
Author: Dr Robert Keder at NORWALK
Date: 9-2-96 2:27 PM

Given the diverse and both short and mid-term goals, I would recommend a full-fledged PR firm with a 1 to 3 year contract. That way this can be a coordinated activity to achieve all goals, rather than a one-shot, "flash". Is this a departure from traditional, PF/PPLP strategy?

rr

Reply Separator

Subject: Press release or similar promotion
Author: Dr Richard Sackler at NORWALK
Date: 8/23/96 6:21 AM

I think that it is noteworthy to release information on OxyContin Tablets, its use and success in the market, and the tremendous reception it received in Vancouver. The newsworthy occasion is that this product has achieved our first year's sales projection four months early, and that by the end of the year we should have from \$130,000 to \$150,000 per salesman of sales.

The objectives of this release would be:

1. stimulate interest in the medical community of the US to recognize the tremendous success of OxyContin Tablets clinically and the ratification commercially. We want many more physicians than have presently used it to become aware of its availability and importance in their practice. It would be hoped that this would lead to greater use by those currently prescribing and broaden our prescribing base in the US and Canada.
2. create an increased sense interest on the part of physicians and companies overseas to have this product widely available. This may translate into important license opportunities in some secondary markets such as France, Italy, Taiwan, Korea, and other important markets of potential.
3. Put our group onto the radar screen of major companies who would visit us and broaden our contacts and reach.
4. Stimulate more interest on the part of US companies to partner with us in some of our forthcoming projects.

Do you think that this would be reasonable? Can we achieve

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these diverse goals through a single or multiple press releases?

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