
From: Terrence Fullem </O=ONETEAM/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=TFULLEM>
To: Doug Boothe
Sent: 1/15/2009 2:49:34 PM
Subject: FW: Kadian customer letter
Attachments: PR_Kadian_v7.pdf

I thought we had only sent out an internal announcement.

So between this and the customer letters we sent, what else did you have in mind for communication? Were you thinking trade advertisements? I think that would be a good idea, but we probably want to wrap that into our overall assessment of how to promote this.

Terry Fullem
VP Commercial Development
Actavis US
W: (973) 889-6634
F: (973) 993-4303

From: Mindy Noonan [mailto:mnoonan@pstrategies.com]
Sent: Wednesday, January 14, 2009 10:04 PM
To: Terrence Fullem
Subject: Re: Kadian customer letter

Terry,

We issued the attached press release on Dec. 30th. I'll be in Morristown tomorrow if you'd like to talk through additional ideas and options for pushing out this news.

Mindy

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Mindy Brown Noonan

Managing Director
Public Strategies, Inc.
607 14th Street, N.W., Suite 500
Washington, D.C. 20005
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From: Terrence Fullem <TFULLEM@actavis.com>
Date: Wed, 14 Jan 2009 19:06:12 -0500
To: Mindy Noonan <mnoonan@pstrategies.com>, Nathalie Leitch <NLeitch@actavis.com>
Cc: David Myers <DMYERS@actavis.com>

PLAINTIFFS TRIAL
EXHIBIT
P-27010_00001

Confidential

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P-27010 _ 00001

Conversation: Kadian customer letter
Subject: RE: Kadian customer letter

We already sent a customer letter, I think what we need now is an announcement to go out of the newswire.

Nathalie, please forward Mindy the customer letter.

Mindy, it would be great if you would make some adjustments that would be appropriate for a newswire release.

Thank you.

Terry Fullem

VP Commercial Development

Actavis US

W: (973) 889-6634

F: (973) 993-4303

From: Mindy Noonan [<mailto:mnoonan@pstrategies.com>]
Sent: Monday, January 12, 2009 2:08 PM
To: Terrence Fullem
Subject: FW: Kadian customer letter

Terry,

Just following up on this. I also spoke with Brenda today and she mentioned that you are working on and/or needing another customer letter. I am in Morristown this week and am happy to help however I can.

Mindy

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----- Forwarded Message

From: Michael Perfetto <mperfetto@actavis.com>
Date: Mon, 5 Jan 2009 17:05:27 -0500
To: Nathalie Leitch <NLeitch@actavis.com>, Pat Corridon <PCORRIDON@actavis.com>
Cc: Terrence Fullem <TFULLEM@actavis.com>, Mindy Noonan <mnoonan@pstrategies.com>
Conversation: Kadian customer letter

Subject: FW: Kadian customer letter

For your review and comments.
Tx

Michael Perfetto
Vice President, Sales and Marketing
Actavis

Cell : 908-868-9778

From: Mindy Noonan [mailto:mnoonan@pstrategies.com] <mailto:mnoonan@pstrategies.com%5d>
Sent: Monday, January 05, 2009 5:00 PM
To: Michael Perfetto
Cc: Brenda Vesey; Terrence Fullem
Subject: Re: Kadian customer letter

Terry,

Please let us know your thoughts on the attached draft.

Thank you,
Mindy

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From: Michael Perfetto <mperfetto@actavis.com>
Date: Sun, 4 Jan 2009 22:44:55 -0500
To: Mindy Noonan <mnoonan@pstrategies.com>
Cc: Brenda Vesey <BVESEY@actavis.com>, Terrence Fullem <TFULLEM@actavis.com>
Conversation: Kadian customer letter
Subject: RE: Kadian customer letter

It's solid start.

Terry is the lead on this product, since it's not a generic product.
So, I believe Terry should be involved in review of this letter.

This is wonderful news that we can spin with our current customers.... This is a positive growth move by Actavis...

Tx.

Michael Perfetto
Vice President, Sales and Marketing
Actavis

Cell : 908-868-9778

From: Mindy Noonan [<mailto:mnoonan@pstrategies.com>] <<mailto:mnoonan@pstrategies.com%5d>>
<<mailto:mnoonan@pstrategies.com%5d>>
Sent: Sunday, January 04, 2009 10:14 PM
To: Michael Perfetto
Cc: Brenda Vesey
Subject: Kadian customer letter

Mike,

Can we set up some time to talk tomorrow re: the attached letter? This was drafted at Brenda's request for Kadian customers, to introduce Actavis. John L. suggested that we also add information on transitioning customer service issues, etc.

I will be in my DC office tomorrow – let me know when is a good time for you. A draft from last week is attached – we'll modify date, lead, accordingly as well.

Thank you,
Mindy

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----- End of Forwarded Message



News release

Actavis Acquires Kadian®; Extends Specialty Drug Portfolio in U.S.

Morristown, NJ – 30 December 2008 – Actavis today announced that it has acquired the brand name drug Kadian® from King Pharmaceuticals for not more than USD127.5M, based on quarterly sales related milestones, ending 30 June 2010.

Kadian® which is an extended release morphine sulfate product, is the first originator brand product to be marketed by Actavis US. The company anticipates marketing Kadian® only in the United States.

“The acquisition of Kadian is the latest step in Actavis’ strategy to expand our specialty drug portfolio and is well aligned with our emphasis on bringing complex controlled-release products to the marketplace,” said Actavis US CEO Doug Boothe. “Kadian has enjoyed significant market share and we are excited about its continued prospects as a drug that benefits many patients.”

Kadian®, used to treat moderate to severe chronic pain, is currently marketed in 20mg, 30mg, 50mg, 60mg, 80mg, 100mg and 200mg dosage strength capsules. Kadian’s wide range of dosage strengths allows physicians to give patients more treatment options in managing their pain.

Actavis and its Elizabeth, NJ facility have a long history with Kadian®. The product was originally developed and commercially launched at the facility. Actavis has been the contract manufacturer for Kadian® since 2005, when Actavis acquired Alpharma’s human generics business.

About Actavis

Actavis is one of the world’s leading generic pharmaceutical companies specializing in the development, manufacture and sale of generic pharmaceuticals. The company has operations in 40 countries, with 11,000 employees. The United States is the company’s single largest market. Actavis’ U.S. operations are located in New Jersey, Maryland, North Carolina and Florida.

Inquiries

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Actavis Group

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Any statements contained in this press release that refer to Actavis’ estimated or anticipated future results or future activities are forward-looking statements which reflect the Company’s current analysis of existing trends, information and plans. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially depending on factors such as the availability of resources, the timing and effect of regulatory actions, the success of new products, the strength of competition, the success of research and development issues, unexpected contract breaches or terminations, exposure to product liability and other lawsuits, the effect of currency fluctuations and other factors.