
From: Jinping McCormick
To: Brenda Vesey
CC: David Myers; Michael Perfetto
Sent: 9/15/2011 11:05:09 PM
Subject: Marketing Plan and Media Plan
Attachments: 2011 Collateral Material Development plan.xls; Actavis_Media_Plan_2011_110909a.xls; Launch Report 9-14-2011.xls

Brenda,

I'm attaching our product promotional plan as well as media plan as we discussed earlier today.

Media Plan – details our advertising schedules and is updated every month to record actuals as well as adjustment for future insertions. Attached is a Sept update, orange color is actual for past date and planned for future date. As you can see from the schedule that we maintain Actavis presence in every month in both **print and digital** among these key trade journals which mostly target pharmacists and pharmacy buyers as audiences. We occasionally target prescribing physicians as needed, e.g. oxymorphone to promote our products. Practical Pain Management falls into this category. Every year, we aim to develop new corporate ad to fresh the image. This year, we planned for two new ones, one is being used in ad (Green Planet, Zero Carbon, we call TREE ad).

We also did more product specific promotions this year as we discussed earlier. Fentanyl, Zolpidem and Oxymorphone are published. We did extensive promotion and media campaign for oxymorphone. We have Methylphenidate ad completed and approved, ready to go as soon as the product is approved. We are working on Amphetamine ER combo ad, near completion. We completed Banzai ad too. Product ads hinge upon how many products are approved of course.

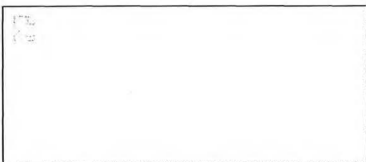
Collateral Material Development Plan – this plan is developed for product promotions and timing. It details which products require an advertisement in trade journals, which need a sell sheet that is used by sales team but not published, and which products require neither. Launch date is from early in the year and you can see from the Launch Report that many of these products' launch schedule has been delayed.

This year, we updated the product section of the Actavis.us websites and site visits have increased since the launch of new contents.

Hope this provides some details on our effort to promote both Actavis name and products. If you would like any details, either David and I would be more than happy to assist.

Jinping

Jinping McCormick
Director of Marketing



Actavis

60 Columbia Rd. Bldg B # +1 973-889-6977 @ JMCCORMICK@actavis.com

Morristown, NJ 07960 United States f 973-993-4319 w www.actavis.com

Internal VoIP number f 1256977

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PLAINTIFFS TRIAL
EXHIBIT
P-16024_00001

ACTAVIS0346651

P-16024_00001

Product	Ad	Sellsheet	January	February	March	April	May	June	July	August	September	October	November	December
Pantaprazole		±	Launch											
Amphetamine Combo ER	1	1		Launch (tent/late)										
Buprenorphine		1										Launch		
Buprenorphine/Naloxone	1		in process now	Launch										
Morphine ER (Kadian)		1	already completed - check for update			Launch								
Morphine ER (Avinza)	1 (wait)					Launch (delayed)								
Valacyclovir		1				Launch								
Zolipidem ER 12.5mg/6.25mg	1	update existing						Launch 6/3/11						
Donepezil	need samples	1					Launch							
Diltiazem ER Caps (Tiazac)	1 (maybe)						Launch							
Ropinorole	when launching	1						Launch						
Oxymorphone ER	1	1							Launch 7/1/11					
Methylphenidate ER	1								Launch					
Doxycycline DR		±							Launch					
Levetiracetam ER Tabs		1									Launch			
Corporate Ad #1 (Green factory)														

Actavis 2011 Media Plan - 1/2/2019

[illegible]

Actavis 2011 Media Plan - 1/2/2019

	\$147.88	12	\$1,775	\$147.88	12	\$1,775	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900	\$148 Vertical Skyline Sign 120 x 900
NACDS Guide - Horizontal Banner	\$147.88	12	\$1,775	\$147.88	12	\$1,775	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90
NCPA - Horizontal Banner	\$245.83	12	\$2,950	\$245.83	12	\$2,950	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90	Monitor Horizontal Top 728 x 90
subtotal			\$24,999			\$24,999																		
percent of budget			6%			7%																		
SEO			\$0			\$0																		
Paid			\$0			\$0																		
subtotal			\$0			\$0																		
percent of budget			0%			0%																		
Total			\$25,000			\$25,000																		
Budget			\$420,000			\$420,000																		
Differences			\$15,359			\$16,607																		

Jrnl	Web	Rate Card	Rep	Rep Email	Rep #	Target Audience	Circulation	12X Rate b/w page	12X Rate 4/C page	Total 1pg 4/C + 3pg b/w
Practical Pain Managemnt	http://www.practicalpainmanagement.com/	http://www.practicalpainmanagement.com/sites/default/files/PPM_MediaKit_2011b.pdf	Sean.Cunni ngham	Sean.Cunni ngham@VerticalHealth.com	919-467- 3653	clinicians, pharmacists	46580	\$3,225	\$5,245	\$14,920
Pain Medicine	http://www.blackwellpublishing.com/journal.asp?ref=1526-2375	email sent	Karl Franz	KFranz@Willey.com	781-388- 8470	TBD	5,734			\$5,555
Pain Medicine News - A page	http://www.painmedicinenews.com/	http://www.painmedicinenews.com/PDF/mediaplanner.pdf	Angela Labrozzi	alabrozzi@mcmahonmed.com	212-957- 5300, ext. 204	clinicians	48,134			\$19,465
The Journal of Pain	http://www.elsevier.com/wps/find/journaldescription.cws_home/505775/description#description	http://media.kits.elsevier.com/ratecards/JPAI_display.pdf	Michael Targowski	m.targowski@elsevier.com	212-633- 3693	researchers, scientiests, clinicians	2600	\$1,245	\$2,750	\$6,485
The Journal of Pain Symptom and Pain Management		http://media.kits.elsevier.com/ratecards/JPSM_display.pdf	Michael Targowski	m.targowski@elsevier.com	212-633- 3693	Anesthesiologists , neurologists, oncologists, pharmacologists, nurses, social workers, and others in clinical or academic disciplines concerned with pain and palliative care	4700	\$1,935	\$3,695	\$9,500
Anesthesiology News	www.anesthesiologynews.com	http://www.anesthesiologynews.com/PDF/mediaplanner.pdf	Angela Labrozzi	alabrozzi@mcmahonmed.com	212-957- 5300, ext. 204	all Anesthesiologists (pain - 1,204, pediatric, critial care and cardiovascular)	44,832			\$17,965

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ACTAVIS0346653



Total Launched	7
Total Launches Remaining for	11
TOTAL Projected Launches for	18



2011 BUDGET KPI = ?? LAUNCHES

2011 Budget Launches

Label	Product	Dosage	Brand (Company)	Strengths	MAT June 2010 IMS Sales US (\$MM)	2011 Budget Approval	Target Approval [Best Case]	2011 Budget Sales (\$000)	Mfg Country, Site	Competitors	Comments	Market Share Target (2011 budget)
Actavis Inc.	Pantaprazole	DR Tablet	Protonix (Pfizer)	20, 40mg	\$1,771	Jan-11	02/07/11	\$6,473	India, Shasun	on market: Teva, Sun; new approvals: Dr. Reddy's, Kudco, Matrix, Torrent, Wockhardt	PE expires 1/19/2011	10%
Actavis Totowa	Valacyclovir	Tablet	Valtrex (GSK)	500mg, 1000mg	\$2,018	Jul-11	04/25/11	\$4,000	India, Alathur	On market: Ranbaxy, Watson, Mylan, Roxane, Sandoz, Teva, Aurobindo, Greenstone, Northstar	Filed Jun-08. API constraints help keep price at profitable level	7%-10%
Actavis Inc.	Donepezil	Tablet	Aricept (Eisai)	5, 10mg	\$2,374	May-11	5/31/2011	\$1,052	India, Alathur	13 TA. Expect highly competitive market.	Teva lost exclusivity, but Ranbaxy can launch with exclusivity.	7%
Actavis SouthAtlantic	Zolpidem	ER Tabs	Ambien CR (Sanofi)	12.5 mg	\$812	May-11	06/06/11	\$11,255	US, ELZ	Not FTM, Anchen launched 12/6/2010		25%
Actavis Elizabeth	Oxymorphone	ER Tabs	Opana ER (Endo)	7.5mg, 15mg	\$15	July-11	07/15/11	\$3,289	US, ELZ	approval received on 7.5mg and 15mg; TA on other strengths. Brand is	PIV, filed Jun-07, May-08	60%
Sagent	Gemcitabine	Inj	Gemzar	200mg; 1g	\$814	2011	07/25/11	\$5.3M	Romania	Teva-APP; Hospira; Watson; Pliva; Sun; Sandoz	Teva-APP launched Jan. 26, last possible date to maintain 180-day exclusivity; Act-Sagent launch date revised to July 25, 2011.	15%
Actavis Elizabeth	Levetiracetam	ER Tabs	Keppra XR (UCB)	500, 750mg	\$120	Sep-11	9/12/2011	\$622	US, ELZ	8TA - Watson, Lupin, Torrent	Launched 9/12/2011 on market formation	20%
Sagent	Paclitaxel	Inj	Taxol (BMS)	6mg/ml	\$52	2011	Sept-11	\$2.4M	Romania	Teva, Hospira, APP, Bedford, Parenta already in market. 1-2 additional competitors expected over next 1-2 years.	Approved 12/10/09. API 6 month lead time. Capacity issues at Sindan; reviewing 2011 launch dates. Revised launch date August 2011.	10-15% depending on strength
Actavis Elizabeth	ISMN	ER	Imdur	30, 60mg	\$77	NA	Oct-11	NA	US, ELZ	KU, WestWard, Alvergo, Qualitest	relaunch	15%
Actavis, Inc	Trimipramine	Caps	Surmontil	25, 50, 100mg	\$3	NA	Oct-11	NA	US, Epic	No generic. Teva owns the brand. Potential AG	relaunch	100%
Actavis SouthAtlantic	Methylphenidate	ER Caps	Ritalin LA (Novartis)	10, 20, 30, 40mg	\$91	Jul-11	Oct-11	\$9,524	US, Catalent	expect 3 including Sandoz as AG post exclusivity	First to file on 20, 30, 40mg; delayed due to two Citizen Petitions. Settled with Brand	60%
Actavis Elizabeth	Amphetamine Combo ER	ER Caps	Adderall XR (Shire)	5, 10, 15, 20, 25, 30 mg	\$791	Feb 11	Dec-11	\$26,419	US, ELZ	Teva/Barr launched 4/1/09. Both are AG.	Product at UPS went short-dated. CP pending -	15%

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2011 BUDGET KPI = ?? LAUNCHES

2011 Budget Launches

Label	Product	Dosage	Brand (Company)	Strengths	MAT June 2010 IMS Sales US (\$MM)	2011 Budget Approval	Target Approval [Best Case]	2011 Budget Sales (\$000)	Mfg Country, Site	Competitors	Comments	Market Share Target (2011 budget)
Actavis SouthAtlantic	Nifedipine	ER Tabs	Adalat CC (Bayer)	90mg	\$25	Jul-10	Dec-11	\$2,144	US, ELZ	Teva; Mylan got approval on all 3 strength	Filed Dec-08; line ext to existing 30mg & 60mg.	30%
Actavis Elizabeth	Buprenorphine	Sublingual Tabs	Subutex	2, 8 mg	\$86	Feb-11	TBD	\$6,879	US, ELZ	Market formation 10/8/09. On market - Roxane, Teva; Hi-Tech	Filed September of 2008. Awaiting RiskMap/REMS approval	25%
Actavis Elizabeth	Morphine ER	Caps	Kadian (Actavis)	10, 20, 30, 50, 60, 80, 100, 200mg	\$266	Apr-11	ready	\$29,400	US, ELZ	Patents expire Apr-10; own AG	Product ready at UPS	60%
Actavis Elizabeth	Diltiazem	ER Caps	Tiazac (Biovail)	120, 180, 240, 300, 360, 420mg	\$96	May-11	Feb-12	\$2,915	US, ELZ	Approval: Watson, KV, Apotex, Inwood (AG). KV, Apotex is out of market	Filed Dec-08;	20%
Actavis Totowa	Oxycodone	Tablet	Roxicodone	5mg	\$51	Jan-11	2012	\$1,737	US, ELZ	Mallinkrodt, Qualitest, KVK, Caraco, Corepharm	Current product short-dated; Needs fresh product from ELZ post CBE 30 filing	15%
Actavis Totowa	Oxycodone APAP	Tablets	Percocet (Endo)	7.5/325, 10/325, 7.5/500, 10/650 mg	\$451	Oct-10	2012	\$6,817	US, ELZ	Mallinkrodt, Watson, Endo Roxane, Qualitest.	Filed Oct-06. Not launching 5mg/325mg; Not getting approval on 7.5/500 & 10/625mg per FDA	10%
Actavis Elizabeth	Ropinorole	ER Tabs	Requip XL	2,4,6,8,12mg	\$54	Jun-11	2012	\$6,200	US, ELZ	FTF; Impax is known filer		50%
Actavis Elizabeth	Morphine ER	Caps	Avinza (King)	30, 60, 90, 120mg	\$144	Apr-11	2013	\$18,044	US, ELZ			50%
Actavis Elizabeth	Atomoxetine	Caps	Strattera (Lilly)	10, 18, 25, 40, 60, 80, 100mg	\$514	Nov-10	2017	\$858	US, ELZ	Approval - Actavis, Aurobindo, Zydus, Sandoz, Sun, Mylan,	Court date Dec 9, 2010	15%
Actavis SouthAtlantic	Doxycycline Hyclate DR	DR Tabs	Doryx (Warner Chilcott)	75, 100mg	\$36	Jul-11	Cancelled	\$2,506	US, ELZ	Impax and Mylan approved 12/28/2010. Four known filers: Mylan, Impax, Actavis, Mutual.		50%
Actavis Inc.	Letrozole	Tablet	Femara (Novartis)	2.5mg	\$644	Dec-11	Cancelled	\$209	Romania	Tentative approval: Roxane, Teva, Zyus, Accord (Intas), Fresenius	Patent expires 6/30/2011; Cancelled due to capacity constraints at Sindan	10%