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**From:** David Myers  
**To:** Michael Perfetto; Michael Dorsey; Michael Berryman; Thad Demos; Lisa Pehlke; Steve Cohen; Jinping McCormick; Rachelle Galant; Violet Wojtulewicz; Karen Stodter  
**Sent:** 9/27/2011 4:01:36 PM  
**Subject:** Oxymorphone Promotion at McKesson

Team,

In support of your sales efforts, Actavis is currently running a two-part Oxymorphone marketing program with McKesson Drug Company. This campaign targets McKesson customers utilizing the following electronic and direct-contact methods:

- **Online** - a two-week advertising campaign on McKesson Connect, McKesson's exclusive online ordering and information portal that provides more than 30,000 unique daily log-ins with content and promotions to encourage sales. Our banner ad links to a sellsheet that has been customized with the McKesson ordering numbers and directly to McKesson's product ordering system.
- **Phone Awareness Campaign** - McKesson's team of dedicated generics specialists, GenericsConnect, will be contacting a targeted pool of 200 retail independent pharmacies with significant Opana ER brand sales beginning the week of September 26th. Each GenericsConnect Specialist has a regular series of ongoing conversations with the same customer base, and promotional awareness of Actavis' Oxymorphone is being incorporated into their outbound messaging during this campaign period.

We are continuing to search for unique opportunities to highlight and promote our Oxymorphone!

Best regards,

David

**David Myers**

*Senior Manager, Products & Communications*



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