From: Beckhardt, Stacey [/O=CEPHALON/OU=US01 ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=SBECKHAR]
Sent: 10/11/2006 1:31:10 PM
To: Roche, Robert [rroche@cephalon.com]
Subject: RE: FENTORA Chronic Low Back Pain Media Coverage as of 11:15 am, October 11, 2006

Thanks Bob. I appreciate your kind words. FB had a lot of input in changing the focus of Lesley's quote. Your idea to rework the data discussion hit the mark.

Stacey

Stacey Beckhardt
Associate Director, Public Relations
Cephalon, Inc.
41 Moores Road
Frazer, PA 19355
sbeckhar@cephalon.com
610-738-6198 (telephone)
610-344-0981 (fax)

From: Roche, Robert
Sent: Wednesday, October 11, 2006 1:18 PM
To: Beckhardt, Stacey
Subject: RE: FENTORA Chronic Low Back Pain Media Coverage as of 11:15 am, October 11, 2006

It looks like we got he message right, Stacey
Well done!

Bob Roche
Cephalon, Inc.
610-738-6519

From: Beckhardt, Stacey
Sent: Wednesday, October 11, 2006 11:50 AM
To: Baldino, Frank; Grout, Eileen; Osborn, John; Roche, Robert; Russell, Lesley; Grebow, Peter; Buchi, Kevin; Vaught, Jeffry; Savini, Carl; Merritt, Chip; Marczely, Joseph; Limongelli, John; Grupp, Robert; Bittenbender, Fritz; Clements, Sean; Williams, Sheryl; Mulholland, Michael; Brookes, Lynne; Antonacci, Jenifer; Bellucci, Robert; Barr, Mike; Castagno, Paula; ccollier@cooneywaters.com; Condodina, Cynthia; Datin, Joseph; DeChristopher, Robin; Del Ricci, Francine; DE-LA-SALLE Marie-Dominique; DeWildt, Charles; Diaz, Simon; Duarte, Joseph; Felker, Matthew; jdavis@cooneywaters.com; Johnson, Tracey; Khankari, Raj; Kohl, Kevin; Larijani, Susan; Levin, Penny; Lisa Weiss; McCue, Lisa; McGaurn, Susan; Messina, John; MSL-CNS; MSL-Oncology Pain; Napoletano, Matthew; Narayana, Arvind; Patel, Mina; Richardson, Michael; Riotto, Mark; Sarah Smith; Sehgal, Arpana; Shah Bell, Bhaval; Simmons, Betsy; Solomon, Mark; Spokane, Randy; Tatum, Chandler; Terifay, Terrence; Thatcher, Jerri Ann; Thibodeau, Laurie; Vadiei, Kiumars; Winkelman, Dan; Yeh, Helen
Subject: FENTORA Chronic Low Back Pain Media Coverage as of 11:15 am, October 11, 2006

FENTORA™ Chronic Low Back Pain Media Coverage

Compiled by Cooney/Waters Group

As of 11:15 am, October 11, 2006

Please see this morning's coverage of *FENTORA*'s Phase 3 trial of breakthrough pain in patients with chronic low back pain. We will provide updates as the day progresses.

Wires

- Associated Press – "Cephalon: Fentora Could Have More Uses"
- Dow Jones – "Cephalon Announces Positive Results For Fentora For Breakthrough Pain In Patients With Chronic Low Back Pain"
- Reuters – "Cephalon Says Fentora Drug Works For Low Back Pain"

Online

- HoustonChronicle.com – "Cephalon: Fentora Could Have More Uses"
- MSNMoney.com – "Market Report -- In Play (CEPH)"
- TradingMarkets.org – "Cephalon Reports Positive Results For FENTORA In Management Of Breakthrough Pain - Quick Facts"
- StreetInsider.com – "Cephalon (CEPH) Reports Positive Phase 3 Data Of FENTORA"

Posted Press Release Only

- Yahoo News – "Cephalon Announces Positive Results For FENTORA(TM) (Fentanyl Buccal Tablet) For Breakthrough Pain In Patients With Chronic Low Back Pain"
- EarthTimes.org – "Cephalon Announces Positive Results For FENTORA(TM) (Fentanyl Buccal Tablet) For Breakthrough Pain In Patients With Chronic Low Back Pain" (a website that publishes news reports relating to the human environment and such concerns of the international community)
- PharmaLive.com – "Cephalon Announces Positive Results For FENTORA(TM) (Fentanyl Buccal Tablet) For Breakthrough Pain In Patients With Chronic Low Back Pain"

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Associated Press
October 11, 2006
Cephalon: Fentora Could Have More Uses

FRAZER, Pa. (AP) - Drug developer Cephalon Inc. said Wednesday its recently approved cancer pain drug Fentora may also be effective in treating chronic lower-back pain.

In a statement, the company said results from a late stage clinical trial of the drug showed that it had a statistically significant effect in relieving pain within 10 minutes, compared with placebo. The data will be presented at the American Society of Regional Anesthesia and Pain Medicine meeting in San Francisco, which starts Nov. 16.

Fentora was approved Sept. 25 by the Food and Drug Administration to treat chronic pain in cancer patients. It is an oral drug, absorbed into the bloodstream through the cheek lining.

Shares of Cephalon rose 7 cents to $66.84 in morning trading on the Nasdaq.

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Dow Jones
October 11, 2006
Cephalon Announces Positive Results For Fentora For Breakthrough Pain In Patients With Chronic Low Back Pain

Cephalon Inc. (CEPH) said results from a Phase III trial of its Fentora product show efficacy in the management of breakthrough pain in opioid-tolerant patients with chronic low back pain.

The Frazer, Pa., pharmaceutical company said the results suggest Fentora may have applications beyond its current indication in cancer.

The company said the Food and Drug Administration approved Fentora on Sept. 26 for the management of breakthrough pain in patients with cancer who are already receiving and are tolerant to opioid therapy for underlying cancer pain.

Breakthrough pain is a transitory flare of moderate-to-severe pain in patients with otherwise stable, persistent pain.

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Reuters
October 11, 2006
Cephalon Says Fentora Drug Works For Low Back Pain

BOSTON (Reuters) - Biotechnology company Cephalon Inc. said Wednesday that a late-stage trial of its pain drug Fentora worked for patients suffering chronic low back pain who are able to tolerate opioids.

Data from a Phase III trial showed a statistically significant difference in pain intensity for patients suffering breakthrough back pain who took Fentora compared with those who took a placebo.

Breakthrough pain is a component of chronic pain and consists of a transitory flare-up of moderate-to-severe pain in patients with otherwise stable pain.

Last month the U.S. Food and Drug Administration approved Fentora to treat pain in cancer patients who are able to take opioids, for underlying persistent cancer pain.

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HoustonChronicle.com
Oct. 11, 2006
Cephalon: Fentora Could Have More Uses

FRAZER, Pa. — Drug developer Cephalon Inc. said Wednesday its recently approved cancer pain drug Fentora may also be effective in treating chronic lower-back pain.

In a statement, the company said results from a late stage clinical trial of the drug showed that it had a statistically significant effect in relieving pain within 10 minutes, compared with placebo. The data will be presented at the American Society of Regional Anesthesia and Pain Medicine meeting in San Francisco, which starts Nov. 16.

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MSNMoney.com
October 11, 2006
Market Report -- In Play (CEPH)

Cephalon announces positive results for Fentora for breakthrough pain in patients with chronic low back pain Co announces that data from a Phase 3 clinical trial of Fentora demonstrate efficacy in the mgmt of breakthrough pain in opioid-tolerant patients with chronic low back pain. In the double-blind, placebo-controlled study, statistically significant differences in pain intensity were apparent within 10 minutes and at all subsequent time points measured throughout the 120 minute assessment period. Improvement as measured on the primary endpoint was also significant. Adverse events were typical for opioids and more frequent during the titration phase than the double-blind phase. "The results of this study suggest that Fentora may have application beyond its current indication in cancer and provide important support to our strategy for future label expansion in breakthrough pain associated with multiple chronic pain conditions."

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TradingMarkets.com

October 11, 2006
Cephalon Reports Positive Results For FENTORA In Management Of Breakthrough Pain - Quick Facts

CEPH is PowerRated 2 out of 10

(RTTNews) - Cephalon Inc. said data from a Phase 3 clinical trial of FENTORA revealed efficacy in the management of breakthrough pain in opioid-tolerant patients with chronic low back pain. According to the company, the results of this study suggest that FENTORA may have application beyond its current indication in cancer.

In the double-blind, placebo-controlled study, the company stated that statistically significant differences in pain intensity were apparent within 10 minutes and at all subsequent time points measured throughout the 120 minute assessment period.

In clinical trials involving patients with cancer, the company noted that FENTORA was generally well tolerated. Most adverse events with FENTORA are typical opioid side effects and mild to moderate in severity, the company added.

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StreetInsider.com
October 11, 2006
Cephalon (CEPH) Reports Positive Phase 3 Data Of FENTORA

Cephalon, Inc. (Nasdaq: CEPH) announced that data from a Phase 3 clinical trial of FENTORA demonstrate efficacy in the management of breakthrough pain in opioid-tolerant patients with chronic low back pain.

In the double-blind, placebo-controlled study, statistically significant differences in pain intensity were apparent within 10 minutes and at all subsequent time points measured throughout the 120 minute assessment period. Improvement as measured on the primary endpoint (the Sum of Pain Intensity Differences at 60 minutes, SPID60) was also significant.

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Yahoo News
October 11, 2006
Cephalon Announces Positive Results For FENTORA(TM) (Fentanyl Buccal Tablet) For Breakthrough Pain In Patients With Chronic Low Back Pain

FRAZER, Pa., Oct. 11 /PRNewswire-FirstCall/ -- Cephalon, Inc. (Nasdaq: CEPH - News) today announced that data from a Phase 3 clinical trial of FENTORA(TM) (fentanyl buccal tablet) [C-II] demonstrate efficacy in the management of breakthrough pain in opioid-tolerant patients with chronic low back pain.
In the double-blind, placebo-controlled study, statistically significant differences in pain intensity were apparent within 10 minutes ($p<0.02$) and at all subsequent time points measured throughout the 120 minute assessment period ($p<0.0001$). Improvement as measured on the primary endpoint (the Sum of Pain Intensity Differences at 60 minutes, SPID60) was also significant ($p<0.0001$). Adverse events were typical for opioids and more frequent during the titration phase than the double-blind phase. Data from the Cephalon- sponsored study will be presented at upcoming medical meetings, including a poster presentation at the annual meeting of the American Society of Regional Anesthesia and Pain Medicine, November 16-19, 2006, in San Francisco.

"The results of this study suggest that FENTORA may have application beyond its current indication in cancer and provide important support to our strategy for future label expansion in breakthrough pain associated with multiple chronic pain conditions," said Dr. Lesley Russell, Senior Vice President, Worldwide Medical and Regulatory Operations. "In opioid-tolerant patients, we believe FENTORA has the potential to address the rapid onset characteristic of breakthrough pain, a common component of low back pain." An estimated 51 percent of people with chronic pain report back pain, making it the most common chronic pain condition, according to the American Chronic Pain Association.

FENTORA

FENTORA was approved by the Food and Drug Administration on September 25, 2006, for the management of breakthrough pain in patients with cancer who are already receiving and who are tolerant to opioid therapy for their underlying persistent cancer pain. Its drug delivery system generates a reaction that is accompanied by transient changes

in pH believed to optimize how well the tablet dissolves and how quickly the medicine passes across the lining of the cheek, or buccal mucosa. In clinical trials involving patients with cancer, FENTORA was generally well tolerated; most adverse events with FENTORA are typical opioid side effects and mild to moderate in severity. The most common (greater than or equal to 10%) adverse events observed in clinical trials of FENTORA were nausea, vomiting, application site abnormalities, fatigue, anemia, dizziness, constipation, edema, asthenia, dehydration, and headache. No attempt was made to correct for concomitant use of around-the-clock opioids or cancer-related symptoms. The most serious adverse events associated with all opioids are respiratory depression (potentially leading to apnea or respiratory arrest), circulatory depression, hypotension, and shock. All patients should be followed for symptoms of respiratory depression. Opioid side effects should be expected and managed accordingly.

Breakthrough Pain

Breakthrough pain - a component of chronic pain - is a transitory flare of moderate-to-severe pain in patients with otherwise stable persistent pain. Breakthrough pain can reach peak intensity in as little as three minutes and typically lasts for 30 to 60 minutes. An estimated 64 percent of all cancer patients treated for persistent pain - and an estimated 74 percent of patients treated for persistent pain from other chronic pain conditions - will experience breakthrough pain.

IMPORTANT WARNINGS AND SAFETY INFORMATION

FENTORA contains fentanyl, an opioid agonist and a Schedule II controlled substance, with an abuse liability similar to other opioid analgesics. FENTORA can be abused in a manner similar to other opioid agonists, legal or illicit. This should be considered when prescribing or dispensing FENTORA in situations where the physician or pharmacist is concerned about an increased risk of misuse, abuse or diversion. Schedule II opioid substances which include morphine, oxycodone, hydromorphone, oxymorphone, and methadone have the highest potential for abuse and risk of fatal overdose due to respiratory depression.

FENTORA is indicated for the management of breakthrough pain in patients with cancer who are already receiving and who are tolerant to opioid therapy for their underlying persistent cancer pain. Patients considered opioid tolerant are those who are taking at least 60 mg of oral morphine/day, at least 25 mcg of transdermal fentanyl/hour, at least 30 mg of oxycodone daily, at least 8 mg of oral hydromorphone daily or an equianalgesic dose of another opioid for a week or longer.

Because life-threatening respiratory depression could occur at any dose in opioid non-tolerant patients, FENTORA is contraindicated in the management of acute or postoperative pain. This product is not indicated for use in opioid non-tolerant patients.

Patients and their caregivers must be instructed that FENTORA contains a medicine in an amount which can be fatal to a child. Patients and their caregivers must be instructed to keep all tablets out of the reach of children (see Information for Patients and Their Caregivers contained within the prescribing information for disposal instructions).

Due to the higher bioavailability of fentanyl in FENTORA, when converting patients from other oral fentanyl products, including oral transmucosal fentanyl citrate (OTFC and Actiq®), to FENTORA, do not substitute FENTORA on a mcg per mcg basis and adjust doses as appropriate (see DOSAGE AND ADMINISTRATION contained within the prescribing information).

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Full prescribing information about FENTORA, including boxed warning,
is available from http://www.FENTORA.com
or Cephalon Professional Services and Medical Information (1-800-896-5855)

Cephalon, Inc.

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The company currently markets six proprietary products in the United States: PROVIGIL® (modafinil) Tablets [C-IV], FENTORA, TRISENOX® (arsenic trioxide) injection, VIVITROL® (naltrexone for extended-release injectable suspension), GABITRIL® (tiagabine hydrochloride), ACTIQ® (oral transmucosal fentanyl citrate) [C-II], and numerous products internationally. Full prescribing information on its U.S. products is available at http://www.cephalon.com or by calling 1-800-896-5855.

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EarthTimes.org
October 11, 2006
Cephalon Announces Positive Results For FENTORA(TM) (Fentanyl Buccal Tablet) For Breakthrough Pain In Patients With Chronic Low Back Pain

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CONTACT: Investor Contact: Chip Merritt, 610-738-6376 (office),, or Media Contact: Stacey Beckhardt, 610-738-6198(office), , both of Cephalon cmerritt@cephalon.com sbeckhar@cephalon.com

Web site: http://www.FENTORA.com/http://www.cephalon.com/

Company News On-Call: http://www.prnewswire.com/comp/134563.html /

Ticker Symbol: (NASDAQ-NMS:CEPH)

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End of Report