

From: David Myers
To: Michael Perfetto
CC: Jinping McCormick
Sent: 8/26/2011 3:09:23 PM
Subject: Oxymorphone Promotion and chargeback results to date
Attachments: Oxymorphone ER charge back detail to 8-19-2011 (2).XLS; Promotion of Oxymorphone.doc

Mike,

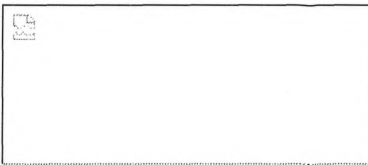
I have attached Word document which outlines our promotional activities in relation to Oxymorphone. This includes not only national print/mail/electronic advertising campaigns, but those campaigns which are currently being executed through drug wholesaler and distributors to drive awareness and shipment into the pharmacies. Additionally, I have attached the chargeback results to date.

I hope this information is helpful. Please give me a call if you would like to discuss.

Regards,

David

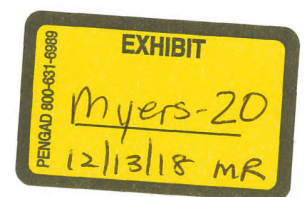
David Myers
Senior Manager, Products & Communications



Actavis
60 Columbia Rd. Bldg B t +1 973-993-4503 @ DMYERS@actavis.com
Morristown , NJ 07960 United States f 973-993-4302 w www.actavis.com
Internal VoIP number t 1254503

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Produced as Natives

Charge Back Details since launch 7/15/2011

CARS Prod Group Dimension		Jul 15 - Aug 19, 2011
Cars Item(2/2)		ChargeBack Units
Oxymorphone HCl E-R Tablets, 15mg CII 10		656
Oxymorphone HCl E-R Tablets, 7.5mg CII 1		142
Oxymorphone		798
CARS MktType Contracts Dimension		2011
Cars Contracts(2/2)		Cb Units
WAL MART		284
AMERISOURCEBERGEN PRXO GEN		149
CARDINAL - PREF. SRC A		139
MCKESSON ONESTOP PROGRAM		79
RITE AID		64
MCKESSON MULTI SOURCE PROGRAM		14
ECONDISC		11
CARDINAL - KMART/GEN ALLIANCE		9
CVS RETAIL STORE BUSINESS		8
MANAGED HEALTHCARE - GPO		7
WALGREENS		7
SUPERVALU PHARMACIES, INC		6
CARDINAL LTC GENERICS		6
MEDASSETS (GPO)		4
PUBLIX		4
HEB GROCERY COMPANY		2
INNOVATIVE PURCHASING CONCEPTS		1
MEDASSETS SUPPLY - RETAIL		1
PREMIER PURCHASING - RETAIL		1
SAJ/SUPER D STORES		1
KINRAY INDIRECT		1
All CARS MktType Contracts		798
CARS Wholesalers Dimension		2011
Cars Whol Grp(1/2)		Cb Units
AMERISOURCE BERGEN		152
Bellco		3
CARDINAL HEALTH		183
MCKESSON DRUG CO.		460
All CARS Wholesalers		798



Oxymorphone Promotional Plan

Direct Mail

- Two wave direct-mail campaign to the top 10,000 prescribing doctors.
 - 1st wave was mailed 8/9/11
 - 2nd wave will be mailed week of 9/6/2011

Journal Advertising

- Pharmacy Times – focused on Pharmacy buyers & Pharmacists
 - Circulation: 163,500. Full page insertion in 8/2011 issue.
- Practical Pain Management- focused on pain specialist physicians.
 - Circulation: 45,000. Full page insertion 8/2011 issue and 10/2011 issue

Email Campaign

- Campaign reaching a pharmacy audience of 87,000 addresses.

Customer Campaigns:

- NC Mutual – Sellsheet will be distributed to each of their ~500 pharmacy customers
- Premier – Electronic sellsheet sent to each of their facilities
- MedAssets - Electronic sellsheet sent to each of their facilities
- Anda – Telemarketing promotion through Anda's call center. Telemarketers are financially incentivized to promote Oxymorphone
- Kmart – Kmart corporate buyer has sent the electronic sellsheet to all of their stores.
- Safeway – Safeway corporate buyer has sent the electronic sellsheet to all of their stores.
- Costco – Electronic sellsheet has been sent to all of their pharmacies from Costco corporate.
- Hi-School Pharmacy – Electronic sellsheet sent to each of their pharmacies from Hi-School corporate.
- HD Smith – Blast fax to each account announcing launch of Oxymorphone
 - Telemarketing team targeting accounts that have previously ordered Opana ER.
- McKesson – will use telemarketer to call 500 independent pharmacies with highest script history and provide incentives (\$25 off 7.5mg, \$50mg off a bottle of 15mg) to pharmacies on first order.
- Rite-Aid – provided store level incentive to top volume stores (\$30 off first order)
- Walgreens – met Walgreens marketing team, currently analyzing promotional campaign options

