

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

Please note that this e-mail and its attachments are intended for the named addressee only and may contain information that is confidential and privileged. If you have by coincidence or mistake or without specific authorization received this e-mail and its attachments we request that you notify us immediately that you have received them in error, uphold strict confidentiality and neither read, copy, nor otherwise make use of their content in any way Please note that the sender of this e-mail and its attachments is solely responsible for its content if it does not concern the operations of Actavis Group or its subsidiaries.

PLAINTIFFS TRIAL
EXHIBIT
P-01188_00001



Produced as Natives



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

