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PFIZER LAUNCHES INITIATIVE EXPANDING ACCESS TO PRESCRIPTION MEDICINES FOR MILLIONS OF AMERICANS

September 2004

Pfizer Inc. recently announced that America's uninsured can start saving on their Pfizer medicines by calling the Pfizer Helpful Answers toll-free number or accessing the web site.

Every one of America's uninsured, regardless of age or income, can call toll free at 1-866-706-2400 or log onto the Internet at www.pfizerhelpfulanswers.com to find out how to get Pfizer medicines for free or at significant savings. The toll-free number features trained, operators who will help patients find and enroll in the best Pfizer program for their needs. Information about the programs and applications can be accessed at www.pfizerhelpfulanswers.com.

"Anyone who needs a Pfizer medicine and does not have insurance covering prescriptions should take advantage of Helpful Answers." said Hank McKinnell, chairman and chief executive officer of Pfizer.

"This new effort is meant to immediately address one of the challenges that the uninsured face in staying healthy – access to prescription medicines. By helping the uninsured get appropriate preventive care, we can help them stay healthier and decrease the need for expensive acute care that burdens our system."

Helpful Answers provide one-stop-shopping to help America's uninsured identify and enroll in the Pfizer program that is best for them, including existing Pfizer patient assistance initiatives and the new Pfizer Pfriends™ program, announced July 7, 2004. Helpful Answers also will refer patients to other programs for which they may be eligible, such as Medicaid, state prescription assistance programs and other publicly funded programs.

Pfizer Helpful Answers provides the greatest savings for those with the lowest incomes and offers something for every person without prescription medicine insurance, regardless of age or income.

- Families earning less than \$31,000 qualify for free Pfizer medicines, through existing Pfizer programs: Sharing the Care® and Connection to Care™;
- Through Pfizer Pfriends™, families earning less than \$45,000 a year will see savings up to 50 percent, and averaging about 37 percent, off retail prices on Pfizer medicines; and,
- Through Pfizer Pfriends™, families earning more than \$45,000 will be eligible for savings up to 25 percent, and averaging 15 percent, off retail prices on Pfizer medicines.

America's uninsured who need help getting access to Pfizer medicines can call Helpful Answers at 1-866-706-2400 or log onto the Internet at www.pfizerhelpfulanswers.com. For help with non-Pfizer medicines, patients can log onto www.helpingpatients.org.

Many people have asked questions about Pfizer's Helpful Answers™. Here are answers to a few that we receive most frequently.

How do I find out if I am eligible for help getting my Pfizer medicines?

You can call 1-866-706-2400 to find out if you are eligible for savings on your Pfizer prescription medicines.

Is there a fee to call or enroll?

There is no fee to call Helpful Answers, and there is never a fee to enroll in any Pfizer assistance programs. Some of the other programs to which you may be referred (such as the U-Share prescription drug discount card for seniors) may carry modest enrollment fees.

Do I need a doctor's prescription to receive medicines through Helpful Answers?

Yes. A doctor's prescription is needed in order to receive any Pfizer prescription medicine.

How can I get my medicines through these programs?

Depending on the program, callers can get their medicines from a variety of different places, including many pharmacies, doctor offices, community health centers and hospitals, and even through the mail.

What kind of information will I need to provide in order to enroll?

Enrollment requirements for Pfizer programs vary by program. Some, like Pfizer Pfriends™, require only a simple form. Others require more detailed documentation such as copies of income tax returns. Call 1-866-706-2400 to find out what program you may qualify for and what information you may need to provide.

Am I eligible to enroll if I have insurance?

If you have insurance coverage for prescription coverage - for example, for hospital stays and doctor visits - but not for prescription medicines, then you are eligible for Helpful Answers.

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