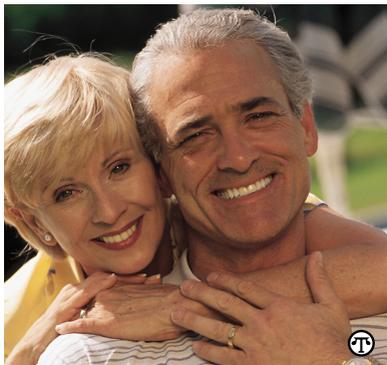


New Option In Heart Attack Treatment

(NAPSA)—Each year, nearly 1.5 million people in the U.S. are diagnosed with acute coronary syndromes (ACS) after being hospitalized for chest pain or heart attack. In 2009, an estimated 785,000 people in the United States will have a new heart attack and about 470,000 will have a recurrent attack, many of which are managed with an artery-opening procedure known as PCI. The physical and emotional impact of these events can be devastating—heart attacks not only cause damage to the heart muscle and affect daily functioning, but can also lead to depression, fear and anger.

“Suffering a heart attack or other cardiac event is frightening and can be a life-altering experience, but with proper treatment and a healthy lifestyle many people can reduce their chances of future events and reclaim a normal life,” said Margaret Elbert, president of Mended Hearts, a nationwide support group for patients with heart disease.

Now, there is a new treatment option to help patients with ACS, an umbrella term for conditions that occur due to blockages of



blood flow to the heart, including unstable angina—chest pain or discomfort that usually occurs at rest—and heart attack. The U.S. Food and Drug Administration has approved Effient™ (prasugrel) to help reduce the risk of future heart attacks and stent-related blood clots in patients with ACS who have had an artery-opening procedure known as percutaneous coronary intervention (PCI), which is usually followed by the placement of a stent to help keep the artery open.

“Prasugrel (Effient) is a welcome new therapeutic option for many ACS patients who undergo PCI,” said Dr. Stephen D. Wiviott, a cardiologist who studied

prasugrel with the Thrombolysis in Myocardial Infarction (TIMI) Study Group of Brigham and Women’s Hospital in Boston. “Our study of prasugrel versus clopidogrel (Plavix®) showed that these patients had significantly fewer heart attacks and stent-related clots when treated with prasugrel. However, there was a significantly higher risk of serious and sometimes life-threatening, even fatal, bleeding events in prasugrel patients compared with clopidogrel patients. The highest risk of bleeding was seen in patients ages 75 years and older, those with a history of stroke or ‘mini stroke’ (TIA) or low body weight.”

Effient, co-developed by Daiichi Sankyo Company, Ltd., and Eli Lilly and Company, is an antiplatelet medication that works by blocking a specific receptor on the platelet surface, thereby preventing platelets—the blood particles responsible for clotting and stopping bleeding—from sticking or clumping together. This effect reduces the risk of clogged arteries.

For more information about Effient, talk to your healthcare professional or visit www.Effient.com.

Important Safety Information about Effient

Antiplatelet medicines, including Effient, can increase the risk of bleeding. If patients have unexplained or excessive bleeding while on Effient, they should contact their doctor right away as some bleeding can be serious and sometimes may lead to death. Patients should not take Effient if they have a stomach ulcer or other conditions that cause bleeding or if they have a history of stroke or “mini stroke” (transient ischemic attack or TIA).

If patients are 75 or older, or if they weigh less than 132 pounds, or if they are taking anticoagulants (e.g., warfarin) or taking NSAIDs (e.g., ibuprofen or naproxen) for a long time, they should talk to their doctor, as they may be at an increased risk of bleeding.

If patients plan to have surgery or a dental procedure, they should tell their doctors that they are taking Effient.

Patients should not stop taking Effient without first talking to the doctor who prescribed it for them, as this may result in increased risk of a clot in their stent, a heart attack or death.

Patients should get medical attention right away if they develop any of the following unexpected symptoms: fever, weakness, yellowing of the skin or eyes, or if skin becomes very pale or dotted with purple spots. These symptoms may be signs of a rare but potentially life-threatening condition called TTP, which has been reported with other medicines in this class.

For more information about Effient including prescribing information, please visit www.Effient.com.