

Unknown

From: Beamish, Don G
Sent: Friday, January 26, 2001 8:13 AM
To: Minnick, Jim G
Cc: Tugend, Georgia L
Subject: RE: weight neutral effect press release

Jim,

This release is unlikely to pass RFA without significant modification. We have not adopted the weight neutral positioning in the US pending the outcome of ongoing market research on the subject. The weight messages could be used with some modification. I will discuss with Georgia today and give you a decision by the end of the day.

-----Original Message-----

From: Minnick, Jim G
Sent: Friday, January 26, 2001 7:07 AM
To: Beamish, Don G
Subject: FW: weight neutral effect press release

Don,

Per my mention yesterday, the release below was sent by global. In such cases, we will re-write the release to be more US-style, however, the content is generally the same, that is until it goes through PRA (if they significantly change it as they did the last time).

I would like to support the SEROQUEL team with this.

Question: The message is clearly "weight-neutral." Have we adopted that yet in the US? If you feel this is not a US claim or message, then I'm not going to bother re-writing for our reg approval. However, if you feel that this is a message we want to send out to our US market then I will proceed with PRA. Let me know. Thanks.

Jim Minnick

Senior Manager, Public Affairs
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jim.minnick@astrazeneca.com

-----Original Message-----

From: Owen, Richard T
Sent: Friday, January 26, 2001 6:27 AM
To: 'Oliver.Rosenbauer@sh-international.com'
Cc: Altman, Charles; Brecher, Martin; O'Brien, Shawn P; Wilkie, Alison M; Minnick, Jim G; 'Antonia.Betts@sh-international.com'
Subject: FW: weight neutral effect press release

Oliver

My comments are attached below. I have made some slight changes (although I note the bit I changed was used without comment before. I can't recall whether I commented on that section previously).

Regards

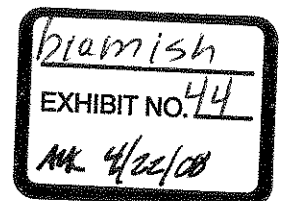
Richard.

From: Oliver Rosenbauer[SMTP:Oliver.Rosenbauer@sh-international.com]
Sent: 25 January 2001 09:31
To: Altman, Charles; Brecher, Martin; Owen, Richard T; O'Brien, Shawn P
Cc: Wilkie, Alison M; Minnick, Jim G; Antonia Betts
Subject: weight neutral effect press release

<< File: weight2401.doc >>

Dear All,

Please find attached a draft press release highlighting Dr Martin Brecher's favourable weight study published in the



current issue of the International Journal of Psychiatry in Clinical Practice, for eventual distribution to local Marketing Companies and international media 'sell-in'. Please could you kindly review the draft at your earliest possible convenience and provide any eventual feedback to myself. The release is very much based on the one we distributed around the ACNP congress last month.

I apologise for the sense of urgency on this, but the current issue was actually distributed in December, and the sooner we are able to distribute the release, the more it will retain its 'newsworthiness'. As such, may I ask for your feedback by next Tuesday, January 30th, if at all possible.

Please feel free to contact me on +44 (0)207 471 1512 should you have any questions or require further information at this time. I look forward to speaking with you soon.

With best wishes,

Oliver Rosenbauer

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through mass media communications"

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