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From: Birkett, Geoff
Sent: Friday, October 22, 2004 5:42 PM
To: Burigatto, Carla; +SEROQUEL GLOBAL BRAND TEAM; Rastad, Jonas; Aked, Dominic M; Bailey, Jill C; Hastie, Judith MP; Litherland, Theresa; Nuttall, Sue H; Pickering, Jean; Sievers, Sven (PS&L); Holland, Bob RL
Subject: RE: Brief Highlights (Seroquel) - Third Quarter Results

Team

We are really on a roll.

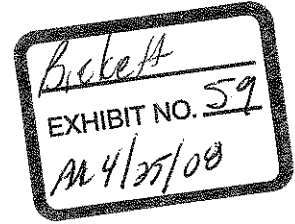
Enjoy the Standalone - those of you attending.

I know you are all working flat out - but I can tell you that SET , and everyone in AZ , really appreciates the work you are doing and the impact that you are having.

Keep driving the brand I never thought that I could say Seroquel is Astrazeneca's major megabrand.... Now I can....

THANKS for what you are doing.

geoff



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

From: Burigatto, Carla
Sent: Friday, October 22, 2004 12:22 PM
To: +SEROQUEL GLOBAL BRAND TEAM; Birkett, Geoff; Rastad, Jonas; Aked, Dominic M; Bailey, Jill C; Hastie, Judith MP; Litherland, Theresa; Nuttall, Sue H; Pickering, Jean; Sievers, Sven (PS&L)

Subject: FW: Brief Highlights (Seroquel) - Third Quarter Results

FYI

Brief highlights of media coverage from "Third Quarter Results" this week:

· According to the *Associated Press*, *Miami Herald* and *Seattle Times*, **Eli Lilly's** 3rd quarter profits are up only 6%, largely because of declining sales of **Zyprexa - a 9% decline in Zyprexa sales to \$1.02 billion** - and

said it's slashing jobs because of the poor showing.

· **Seroquel** continues to be mentioned in media coverage surrounding AstraZeneca's announcement that its net income rose 51 percent in the third quarter.

· According to the *Philadelphia Inquirer*, **Seroquel's strong performance** is credited for one of the reasons for the strong showing. "[AstraZeneca's] schizophrenia drug Seroquel rose 51 percent to \$529 million."

· In Bloomberg, **Seroquel** is mentioned during a rundown of individual prescription sales. "[AstraZeneca] is also trying to boost sales of its **Seroquel** anti-psychotic medicine, which rose to \$529 million."

· *The Wall Street Journal* online edition had a similar article, announcing the third quarter profits of AstraZeneca. **Seroquel** is also mentioned during a rundown of individual prescription sales: "Seroquel sales were up 51% to \$529 million in the quarter."

· In a *Wilmington News Journal* article about the third quarter results, **Seroquel** is given a nice mention. "Another drug, **Seroquel, has become a market leader in the United States**, the company said Thursday. Sales for the schizophrenia drug developed in Fairfax were \$529 million this quarter, a 51 percent increase over last year."

