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Anthony J. Principi
Senior Vice President
Federal Government Relations

February 25, 2008

The Honorable John Dingell
Chairman
House Energy & Commerce Committee
2125 Rayburn House Office Building
Washington, D.C. 20515

Dear Chairman Dingell and Chairman Stupak:

Thank you for your January 7, 2008, letter expressing concern that consumers may misinterpret Lipitor advertisements that utilize Dr. Robert Jarvik. Pfizer is announcing today that it is voluntarily withdrawing Lipitor advertising and promotion featuring Dr. Jarvik, and is committed to ensuring greater clarity in the roles and responsibilities of its spokespeople in its consumer advertising and promotion.

Unfortunately, the way Dr. Jarvik was presented in these ads has created misimpressions and distractions from our primary goal of encouraging patient and physician dialogue on the leading cause of death in the world: cardiovascular disease. We regret this. Going forward, Pfizer is committed to greater clarity in our advertising regarding use of spokespeople and their relationship with Pfizer.

Please do not hesitate to contact me if you have any questions.

Sincerely,

Anthony J. Principi

cc: The Honorable John Shimkus
The Honorable Joe Barton