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NEWS RELEASE

Committee on Energy and Commerce

Rep. John D. Dingell, Chairman

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Washington, D.C. - Reps. John D. Dingell (D-MI), Chairman of the Committee on Energy and Commerce, and Bart Stupak (D-MI), Chairman of the Subcommittee on Oversight and Investigations, announced today that they are opening an investigation into the use of celebrity endorsements of prescription medications in direct-to-consumer advertising, specific to Dr. Robert Jarvik's appearance in Pfizer's Lipitor Commercials.

"We are concerned that consumers might be misled by Pfizer's television ads for Lipitor starring Dr. Jarvik," said Dingell. "In the ads, Dr. Jarvik appears to be giving medical advice, but apparently, he has never obtained a license to practice or prescribe medicine."

"Dr. Jarvik's appearance in the ads could influence consumers into taking the medical advice of someone who may not be licensed to practice medicine in the United States," said Stupak. "Americans with heart

disease should make medical decisions based on consultations with their doctors, not on paid advertisements during a commercial break.”

Read the letter

Prepared by the Committee on Energy and Commerce

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