

Mallinckrodt Pharmaceuticals Generics/Fister Lauberth Update  
As of 07/07/05

Tradeshows - ALL	Start Date	Expected Due Date	Status
Packaging Banner	Feb.	July	Awaiting feedback from Penny on estimate
AmerisourceBergen National Conference	June	July	Awaiting regulatory approval
NACDS	June	August	Awaiting regulatory approval for Tower Duratran Graphics for Fentanyl (05-MAL-613) Awaiting regulatory approval for end panel and privacy panel graphics for Oxycodone. (05-MAL-614). FL to schedule meeting with Kendall to discuss Zypharma graphic requirements.
Government specific tradeshow graphics	Feb.	July	Awaiting feedback from Jeff on whether to proceed with estimate.

Media and Public Relations - ALL	Start Date	Expected Due Date	Status
August placements (John, Lori, Tim, Jeff)	June	August	Complete
September Placements (John, Lori, Tim, Jeff)	July	Sept.	FL to present concepts on 7/08/05
Federal Health and Medicine	May	Sept.	Insertion order placed. FL to provide artwork to publication
Topical Cocaine Solution Plan (Tim)		November	Tim to provide media parameters
NACDS Drug Store News Supplement	March	August	Kendall to provide direction for Zypharma artwork.
NACDS OCEA	June	August	Awaiting feedback from John on artwork requirements
NACDS Press Kit	Feb.	July	Amy to discuss PR strategy with Nancy. Awaiting feedback from Dave on releases to include in kit.

Corporate Promotions - JOHN	Start Date	Expected Due Date	Status
VIP P.R. Campaign MAL-448	Sept.	July	Awaiting feedback from John on how to proceed.
Corporate Premium Giveaway Calendar MAL-608	Jan.	July	Awaiting feedback from John. FL to meet with Nancy to review on 6/8

Retail Account Specific - JOHN			
Hydrocodone Direct Mail Piece	April	July	Awaiting feedback from John on ordering remaining coins.

Item	Start Date	Expected Due Date	Status
<b>ComplyRight Retail -BONNIE</b>			
ComplyRight.net MAL-566	Oct.	July	Awaiting feedback from Bonne on initial concepts.
ComplyRight post Card MAL-621	June	July	Awaiting feedback from John

Hydrocodone - JEFF			
Revisions of materials	June	July	Awaiting direction from Jeff.

Anagrelide - JEFF			
Produce sell sheet MAL-388	June	July	Awaiting regulatory approval

ADHD Family - REBECCA			
Briefcase Board	March	July	Awaiting feedback from John/Rebecca to proceed with ADHD Family briefcase board changes

Fluoxetine - REBECCA			
Revise sales and ad materials to reflect black box warning.	Oct.	July	Awaiting direction from John/Jeff on when to proceed with changes.

Hydrocodone Ibuprofen - JEFF			
New product launch		July 2006	

<b>Fentanyl Patch - LORI</b>			<i>Launch date: TBD/05</i>
Sell Sheet MAL-475	Oct.	July	Awaiting new PI.
Ad MAL-474	Oct.	July	Awaiting new PI.
Briefcase Boards MAL-476	Oct.	July	Awaiting new PI.
Premiums MAL-503	Oct.	July	PromotionsNow to produce. Awaiting PI inserts.
Press Release MAL-519	Oct.	July	Approved. Awaiting go ahead to distribute.
Patient Education Brochure MAL-506	Nov.	July	Awaiting feedback from Dave on photos.
Web Page MAL-500	Nov.	July	Awaiting new PI

<b>Methadone - LORI</b>			<i>Launch date: September/05</i>
Launch Binder	March	Sept.	FL to provide estimate on re-print of front cover upon launch date direction
Patient Tearpad (ComplyRight elements) MAL-483	Oct.	Sept.	Awaiting regulatory approval.

<b>Packaging - JEFF/LORI</b>			
2 Page Sell Sheet Reprint MAL-605	May	July	Awaiting regulatory approval
4 Page Sell Sheet Reprint MAL-604	May	July	Awaiting regulatory approval
Direct Mail Campaign	May	Sept.	Jeff to provide direction via Creative Brief

<b>Morphine ER - LORI</b>			
Sell Sheet Reprint MAL-590	April	July	Awaiting regulatory approval.

<b>Compounding Powders - TIM</b>			
Continuing Education			Awaiting feedback from Tim.
CP contact information postcard			Awaiting feedback from Tim
Sand paperweight MAL-573		July	Order placed. Due August.
<b>Morphine Sulfate Immediate Release - TIM</b>			
Comparison Chart MAL-579	Feb.	July	Awaiting competitive labels from Dave. Awaiting new Morphine Oral Solution Labels.
Sell Sheet	June	July	New labels and photos for sell sheet/reprint.
Patient Pad MAL-578	Feb.	July	Awaiting feedback from Tim.
<b>Topical Cocaine Solution - TIM</b>			
Sell Sheet MAL-517	Nov.	November	Graphics approved. Awaiting labels and photos from Dave. Awaiting PI.
Ad MAL-493	Nov.	November	Awaiting go ahead from Tim
Press Release MAL-520	Nov.	November	Tim to provide direction to Katherine Putz.
Letterhead MAL-516	Nov.	November	Awaiting go ahead from Tim.
Launch Binder MAL-507	Nov.	November	Awaiting go ahead from Tim.
<b>OTHER</b>			
Addiction Treatment Brochure - Dave MAL-559	Feb	July	Dave to schedule review copy with clinic nurse.
Addiction Treatment Poster - Dave MAL-560	Feb	July	Awaiting feedback from brochure copy for layout placement.
Addiction Treatment Packaging - Dave MAL-596	March	July	Awaiting feedback from Mike on estimate.

<b>Zypharma - KENDALL</b>			
Atenolol Sell Sheet MAL-607	May	July	Printing
Metformin IR MAL-612	June	July	Awaiting feedback from Kendall
Product and Usage Guide	June	July	Awaiting feedback from Kendall on approval to proceed
Promethazine Sell Sheet	June	October	FL to provide concepts on 6/13/05
Rebavirea Capsules Sell Sheet	June	December	Kendall to provide direction
Rebaverin Tablets Sell Sheet	June	December	Kendall to provide direction
Benzonatate Sell Sheet	June	December	Kendall to provide direction
Launch Binder	June		Kendall to provide direction
Power Point Template	June		Kendall to determine need
Letterhead	June		Kendall to determine need
Product Catalog	June		Kendall to determine need