

ONCE-DAILY



CONCERTA[®] (methylphenidate HCl) LAUNCHES MOBILE WEB EXPERIENCE TO PROVIDE TOOLS AND SUPPORT FOR ADHD AWARENESS

*An ADHD Resource in the Palm of Your Hand -- Text "ADHD" to 87415:
Symptom Screeners, Disease Information, Videos and Toll-Free Call Center*

TITUSVILLE, N.J. (Sept. 9, 2009) — Attention Deficit Hyperactivity Disorder (ADHD) is estimated to impact up to 20 percent of children¹ and 4 percent of adults in the U.S.² Recent studies suggest ADHD is underdiagnosed: researchers estimate up to 20 percent of U.S. school-aged children meet the Diagnostic and Statistical Manual of Mental Disorders (DSM-IV) criteria, but only 7.8 percent report receiving an ADHD diagnosis.³ Meanwhile, it is estimated that just 15 percent of U.S. adults with ADHD have been diagnosed with the condition.²

To help elevate understanding of this condition, in the past several years the U.S. ADHD community has targeted September as a month of national recognition for ADHD awareness. In anticipation, McNeil Pediatrics™, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc. and makers of CONCERTA[®] (methylphenidate HCl), approved for treatment of ADHD in children and adults, is providing an innovative resource for information on ADHD and treatment: the CONCERTA[®] Mobile Web.

By texting "ADHD" to 87415 on any mobile device—such as a cell phone, smartphone, personal digital assistant (PDA) or handheld computer—consumers can access the CONCERTA[®] Mobile Web. The resource includes background on ADHD in children and adults, an interactive

¹ Centers for Disease Control and Prevention. *Attention Deficit Hyperactivity Disorder: Research*. Web site: <http://www.cdc.gov/ncbddd/adhd/research.html#footnote1>.

² Adler, Lenard. *Scattered Minds Hope and Help for Adults with Attention Deficit Hyperactivity Disorder*. New York: Perigee Trade, 2007.

³ Centers for Disease Control and Prevention. *Attention Deficit Hyperactivity Disorder: Data & Statistics*. Web site: <http://www.cdc.gov/ncbddd/adhd/data.html>.

symptom screener from the World Health Organization (WHO), video testimonials from families impacted by ADHD, information on CONCERTA[®] treatment as well as a CONCERTA[®] coupon offer. The CONCERTA[®] Mobile Web also offers one-click convenience to speak with trained professionals about general ADHD and treatment questions at the CONCERTA[®] ADHD Support Center (also available by calling 1-877-324-ADHD).

This new resource is timely, given that according to a recent comScore, Inc. report, the number of people in the U.S. using their mobile device to access news and information on the Internet more than doubled between January 2008 and January 2009. Among the audience of 63.2 million people who accessed news and information on their mobile devices in January 2009, 22.4 million (35 percent) did so daily; more than double the size of the audience last year.

“We know consumers are turning to mobile technology more and more for information, and CONCERTA[®] is excited to be there with them, especially to provide information on ADHD and our product,” said Lars Merk, CONCERTA[®] product director at McNeil Pediatrics[™]. “The CONCERTA[®] Mobile Web speaks to both increasing awareness of ADHD and awareness of what consumers want when using technology. We’re continually looking for new ways of making therapeutic and product information more accessible to them.”

Merk noted that the content is mobile-formatted versions of some of the most popular features on McNeil Pediatrics’[™] CONCERTA[®] product Web site, <http://www.concerta.net>. “As the market leader in pediatric treatment of ADHD, CONCERTA[®] is committed to being a partner for caregivers of children with this condition, especially in the fall as children head back to school — and we hope the CONCERTA[®] Mobile Web can be a new, user-friendly resource for both caregivers and adults with ADHD.”

About ADHD

Attention Deficit Hyperactivity Disorder (ADHD) is a common and treatable medical condition characterized by inattention, hyperactivity and impulsivity that is estimated to affect about 5 million children and 8 million adults in the U.S. Among other symptoms, a person with ADHD may have trouble sitting still, finishing tasks or following directions. While the exact cause of the condition is still unknown, scientists have focused their research on chemical messengers, or neurotransmitters, in the brain. These messengers are believed to play a role in behaviors like

attention and movement. Much like height or eye color, ADHD can be inherited. Studies suggest that 76 percent of ADHD is linked to family genetics. So the condition is more common among people who have a close relative with ADHD. Adults with ADHD have a 50 percent chance of passing it on to their children.

About CONCERTA®

CONCERTA® is a prescription product approved for the treatment of attention deficit hyperactivity disorder (ADHD) as part of a total treatment program that may include counseling or other therapies.

IMPORTANT SAFETY INFORMATION

Talk to your healthcare professional for a proper diagnosis and treatment of ADHD. Only a healthcare professional can decide whether medication is right for you or your child.

CONCERTA® should not be taken by patients who have: allergies to methylphenidate or other ingredients in CONCERTA®; significant anxiety, tension, or agitation; glaucoma; tics, Tourette's syndrome, or family history of Tourette's syndrome; current or past use of monoamine oxidase inhibitor (MAOI); esophagus, stomach, or intestinal narrowing. Children under 6 years of age should not take CONCERTA®.

Abuse of methylphenidate may lead to dependence. Tell your healthcare professional if you or your child has had problems with alcohol or drugs; has had any heart problems, heart defects, high blood pressure, or a family history of these problems; has had depression, abnormal thoughts or visions, bipolar disorder, or seizure. Contact your healthcare professional immediately if you or your child: develops abnormal thinking or hallucinations, abnormal or extreme moods and/or excessive activity; or if aggressive behavior or hostility develops or worsens while taking CONCERTA®. Your child's healthcare professional should check height and weight often and may interrupt CONCERTA® treatment if your child is not growing or gaining weight as expected.

Stimulants may impair the ability of the patient to operate potentially hazardous machinery or vehicles. Caution should be used accordingly until you are reasonably certain that CONCERTA® does not adversely affect your ability to engage in such activities.

The most common adverse reaction (>5%) reported in children and adolescents was upper abdominal pain. The most common adverse reactions (>10%) reported in adults were dry mouth, nausea, decreased appetite, headache, and insomnia.

Visit <http://www.concerta.net/concerta/pages/full.jsp> for complete Prescribing Information.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

About McNeil Pediatrics™

McNeil Pediatrics™, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., is committed to meeting the needs of children, adolescents, adults and healthcare professionals through the development of therapies specifically formulated for children, adolescents and adults. McNeil Pediatrics™ is a leader in the treatment of Attention Deficit Hyperactivity Disorder (ADHD) and markets a leading medication prescribed in the U.S. for children, adolescents and adults with ADHD. The company is headquartered in Titusville, NJ. Visit www.McNeilPediatrics.net for more information.

CONCERTA® is a registered trademark of ALZA Corporation.

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