

## PURDUE PHARMA

Privately owned and operated by physicians since 1952, Purdue is dedicated to serving the needs of health-care providers, patients, and caregivers with breakthrough prescription and over-the-counter medicines and educational programs. This unwavering commitment to innovation, education, and caring encompasses every aspect of the company's work—from discovering important new medicines and launching them effectively, to educating the healthcare community about their medical value.

Since the year 2000, Purdue has been headquartered in the landmark building at One Stamford Forum on Tresser Boulevard. The company has more than 3,000 employees in the United States and is part of an international group of associated pharmaceutical companies having operations in 20 different countries.

Fifty years ago, Drs. Raymond and Mortimer Sackler acquired The Purdue Frederick Company of Manhattan, a

*Purdue provides healthcare professionals with continuing education programs on pain management, a subject not covered in many of the nation's medical schools.*



*Purdue's dramatic growth since the mid-1990s triggered the search for larger facilities to house the expanding corporate staff. In the year 2000, Purdue acquired the 529,000-square-foot building at One Stamford Forum, originally designed as the corporate headquarters for GTE Corporation by Victor H. Bisharat. Constructed in 1973, the unique structure is a prominent feature of the Stamford skyline.*

struggling pharmaceutical firm originally founded in 1892. At that time, the company had sales of only \$22,000, a handful of employees, and one key product.

The Sacklers had no doubt that they could transform Purdue into a thriving pharmaceutical company. They immediately began to transform their vision into reality by searching for important medicines to acquire. The first opportunity came in 1955 when the British drug firm, Westminster Laboratories, was seeking an American licensee for a laxative called Senokot® Tablets. This natural product is made from the leaves of the Senna plant. Purdue knew it was acquiring a top-quality, reliable product—one that would continue to be trusted for generations to come. The company developed a direct mail campaign to physicians—a first for an over-the-counter product—and first-year sales of Senokot reached nearly \$1 million.

With this newfound success, Purdue began to transform itself into



a modern pharmaceutical company, hiring scientists and professional sales representatives and acquiring facilities in Yonkers, New York, for manufacturing and research. In 1966, the company acquired Physicians Products of Petersburg, Virginia, makers of Betadine® microbicides. Because Betadine was primarily targeted to hospitals, it provided Purdue with an extraordinary new opportunity to sell other products to hospitals and build its reputation with those institutions. Betadine soon became the leading product in its class. In fact, it was used by NASA to decontaminate the Apollo 11 lunar module when astronauts Neil Armstrong, Michael Collins, and Edwin Aldrin returned to Earth following their historic 1969 moonwalk.

A key breakthrough in 1972 helped focus the company's energies on delivering medications to patients in a more sustained, continuous way. The Contin® system was developed at one of Purdue's associated companies, allowing the active ingredients in new

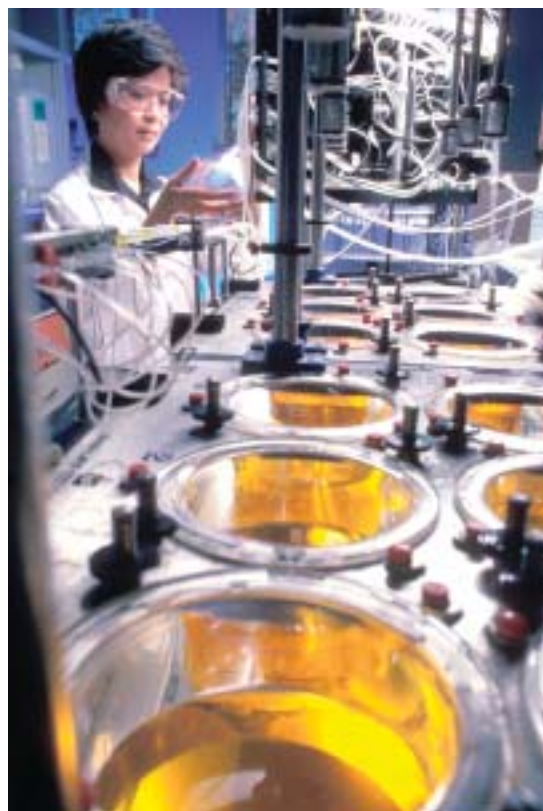
*Purdue's products include some well-known prescription and over-the-counter medicines.*

or existing drugs to be released slowly into the patient's bloodstream at a sustained level.

The first product to which the Contin system was applied in the United States was Uniphyll® Tablets, the first oral theophylline for asthma designed for once-daily use. Launched in 1984, Uniphyll's long-acting delivery system was a big hit with doctors and their patients, and sales have increased steadily each year.

That same year, Purdue introduced MS Contin® Tablets, a 12-hour sustained-release form of oral morphine for the treatment of cancer pain. This important new product helped launch a revolution in the treatment of pain and established Purdue as a leader in the growing field of pain management. Purdue's U.S. research and development laboratories continued to develop products incorporating different sustained-release technologies, and in 1996 the company launched OxyContin® Tablets\*, a breakthrough medication for the treatment of both cancer pain and moderate to severe chronic pain. The formulation releases enough oxycodone to relieve pain within an hour and continue relieving it for 12 hours.

In addition to developing important and novel medications that alleviate suffering and disease, Purdue is also a leader in pain management education. Today, more than 50 million Americans suffer from chronic pain. To help raise awareness of advances in pain management, in 1995 Purdue established Partners Against Pain®, an outreach effort fostering an alliance between physicians, nurses,



*Scientific research is at the heart of Purdue. Researchers in Ardsley, New York, and Cranbury, New Jersey, are developing innovative formulations for compounds in the company's pipeline and exploring the frontiers of scientific research to discover new weapons against cancer and pain.*

pharmacists, hospice personnel, pain experts, patients, and caregivers in the fight to ease pain. Its award-winning website, [www.partnersagainstpain.com](http://www.partnersagainstpain.com), provides extensive pain education information and assessment tools.

Purdue's unique sustained-release analgesic medications have revolutionized the management of pain. Its scientists are pioneering the development of pain medicines with built-in abuse resistance that would enable patients who need these products to receive them at the dosage they require, while reducing the potential for abuse. Purdue is also dedicated to discovering new weapons against pain and cancer, as well as new treatments for asthma, COPD, and neurological disorders.

