



Date: February 24, 2004

## **Lilly ICOS' Cialis® (tadalafil) European Label Changed to Include Effectiveness up to 36 Hours**

*-- Labelled Duration of Cialis Now Globally Consistent --*

Lilly ICOS LLC (NYSE: LLY and NASDAQ: ICOS) announced today that the European Commission has adopted changes to the European label for Cialis® (tadalafil), Lilly ICOS' oral PDE5 inhibitor for the treatment of erectile dysfunction (ED). The new label indicates that Cialis may be effective for up to 36 hours after taking the tablet, which makes it generally consistent with product labelling throughout the world, including in the United States, where Cialis was approved late last year.<sup>1</sup>

"In the year that Cialis has been available in Europe, we have seen that men and their partners appreciate Cialis because it gives a man and his partner a broad window of opportunity so they can choose the moment for intimacy that is right for them," said Mark Barbato, executive director and product team leader, the Primary Care Products Group, Lilly. "This label change, to 36 hours, is an important milestone for Cialis because the European label is now consistent with other labels around the world."

"Product labeling worldwide reinforces how Cialis is different from other oral ED tablets," said Paul Clark, ICOS Chairman and Chief Executive Officer. "We believe men and their partners understand and appreciate the attributes of Cialis and we see them voting with their prescriptions. The market share for Cialis in some European countries exceeds 25 percent."

### **European Label Changes**

The European label change became effective on January 27, 2004 when it was adopted by the European Commission. The European Committee for Proprietary Medicinal Products (CPMP), issued a positive opinion on the label update in October. The CPMP, comprised of regulators from the European Union countries, based its opinion on two placebo-controlled studies that were designed to measure the effectiveness of Cialis at 24 and 36 hours after taking the tablet. It also considered an integrated analysis of 11 studies to determine the effectiveness of Cialis in men with ED at all time points they chose to have intercourse from 30 minutes to 36 hours after dosing.<sup>2</sup> In

---

<sup>1</sup> Section 5.1, European Summary of Product Characteristics.

<sup>2</sup> Hatzichristou D, Eid J-F, Whitaker S, Denne J, Ahuja S. Tadalafil is effective for 36 hours in men with erectile dysfunction – Results from an 11 study integrated analysis. Presented at ESSM, Istanbul, Turkey 19 November 2003. Abstract MP-10-6 available from URL <http://www.essm2003.org/pages/1313.htm>.

the analysis of 580 men taking 20 mg Cialis, who attempted sexual intercourse between 12 and 24 hours after dosing, 73 percent of intercourse attempts were successful in response to sexual stimulation. Cialis studies were not designed to assess multiple intercourse attempts after a single dose.

The new EU label also includes new safety information including updated dosing instructions for patients with liver and kidney impairments.

### **Independent Study Shows Men May Prefer Extended Period of Effectiveness**

The importance of the duration of effectiveness is emphasized by a recent clinical study involving Cialis and assessing patient preference versus Viagra® (sildenafil citrate). The independent study, conducted by recognized experts in the field, will be presented at the 4<sup>th</sup> World Congress on the Aging Male (WCAM) later this month. The study showed that more former Viagra users preferred Cialis to Viagra<sup>3</sup>. In this study, men were also asked which treatment they would choose to continue to take after the trial. The results showed that 62 percent of men who had used both drugs chose to continue with Cialis, compared to 20 percent who opted for Viagra.

“The revised EU label reflects my clinical experience that Cialis is effective up to 36 hours,” said Professor Jacques Buvat, President of the International Society for Sexual and Impotence Research (ISSIR). “As our research indicates, this 36-hour period of effectiveness has made Cialis the preferred choice for many of my patients. Our data support a number of studies that now show men with ED value this longer period of effectiveness.”

Cialis has successfully captured a significant share of unit (tablet) sales in Europe among the three PDE5 inhibitors. For December 2003, based on pharmacy purchases from wholesalers,<sup>4</sup> Cialis had a 33 percent share in France, 30 percent in Germany, 27 percent in Italy and 18 percent in both Spain and the United Kingdom.

### **About Cialis**

Cialis is currently available in more than 55 countries, including Australia, Brazil, Mexico, Canada, the United States and countries throughout Europe. Well over one million patients worldwide have been treated with Cialis since its first introduction in February 2003. Cialis can be taken without regard to food, and is the only available PDE5 inhibitor for which it has been shown that absorption is not affected by a high-fat meal. Sexual stimulation is needed for a man to obtain an erection.

Cialis is available by prescription only and is not for everyone. Men taking nitrates, often used for chest pain, or certain alpha-blockers for prostate problems or high blood pressure, should not take Cialis. Such combinations could cause a sudden, unsafe drop in blood pressure.

Men should discuss their health status with their doctors to ensure Cialis is right for them and that they are healthy enough for sexual activity.

---

<sup>3</sup> J. Buvat J, Bou-Jadoué G, Colson M-H, Lemaire A. Real World Experience With Tadalafil In Aging Patients With Erectile Dysfunction (ED). Abstract submitted to The World Congress of the Aging Male. Prague, Czech Republic .26<sup>th</sup>-29<sup>th</sup> February 2004.

<sup>4</sup> IMS Health. IMS MIDAS, Copyright 2003. Growth rates are based on three-month moving total tablet inflow to pharmacies.

The most common side effects with Cialis were headache, upset stomach, delayed backache or muscle ache. Although rare, men who experience an erection for more than 4 hours should seek immediate medical attention. Men should not drink alcohol in excess with Cialis.

### **About Erectile Dysfunction**

Erectile dysfunction is defined as the consistent inability to attain and maintain an erection sufficient for sexual intercourse. ED affects an estimated 152 million men and their partners worldwide.<sup>5</sup> Up to 80 percent of ED cases are caused by physiological conditions, including cardiovascular disease and diabetes, with psychological factors accounting for the remaining 20 percent. In many cases, however, both psychological and physical factors contribute to the condition.<sup>6</sup>

### **About Lilly ICOS LLC**

Lilly ICOS LLC, a joint venture between ICOS Corporation and Eli Lilly and Company, developed tadalafil for the treatment of sexual dysfunction.

Eli Lilly and Company, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Indiana, Lilly provides answers -- through medicines and information -- for some of the world's most urgent medical needs.

ICOS Corporation, a biotechnology company, is dedicated to bringing innovative therapeutics to patients. Headquartered in Bothell, Washington, ICOS is marketing its first product, Cialis<sup>®</sup> (tadalafil), for the treatment of erectile dysfunction. ICOS is working to develop treatments for serious unmet medical conditions such as chronic obstructive pulmonary disease, cancer and inflammatory diseases.

###

Certain of the matters discussed herein with respect to clinical studies and ICOS and Lilly's products may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on current expectations, estimates and projections about the industry, management beliefs and certain assumptions made by the management. Investors are cautioned that matters subject to forward-looking statements involve risks and uncertainties, including economic, competitive, governmental, technological and other factors discussed in the two companies' respective filings with the Securities and Exchange Commission, which may affect the business and prospects of the two companies. More specifically, there can be no assurance that this product will achieve commercial success or that competing products will not pre-empt any market opportunity that might exist for the product. Neither company undertakes any duty to update forward-looking statements.

---

<sup>5</sup> Aytac IA, McKinlay JB, Krane RJ. The Likely Worldwide Increase in Erectile Dysfunction Between 1995 and 2025 and Some Possible Policy Consequences. *BJU Int* 1999; 84: 50-56.

<sup>6</sup> Impotency Information from NIH. NIH Publication No. 03-3923, November 2002.