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Western Golf Association Announces Cialis® as New Title Sponsor of the 2004 Cialis Western Open

CHICAGO (Jan. 23, 2004) — The Western Golf Association formally announced today that Lilly ICOS' recently approved erectile dysfunction drug Cialis® (tadalafil) is the new title sponsor of the "Cialis Western Open" golf tournament through 2006. In addition, Cialis is an official partner of both the PGA TOUR and Champions Tour through 2007. Lilly ICOS LLC is a joint venture between ICOS Corporation (NASDAQ: ICOS) and Eli Lilly and Company (NYSE: LLY).

"We're excited about our relationship with Lilly ICOS," said John Kaczowski, Western Golf Association tournament director. "The leadership at Lilly ICOS has shown a high level of commitment to continuing the Western Open's long tradition of raising funds for caddie scholarships through the Evans Scholars Foundation. With Cialis as our new title sponsor, and with Tiger Woods returning as our defending champion, we look forward to a very successful 2004 Cialis Western Open."

The 2004 Cialis Western Open will be held June 28-July 4 at Cog Hill Golf & Country Club in Lemont, Illinois.

According to Lilly ICOS, the sponsorship represents a timely and unique opportunity to educate men in the United States about a significant health issue - erectile dysfunction - and the role of Cialis as the only oral ED treatment option shown to improve erectile function for up to 36 hours in most men.

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“The people who watch and play golf are an important audience to us – specifically men over 40 and their partners,” said Paul Clark, chairman and CEO of ICOS. “The Western Open sponsorship allows us to connect with thousands of golf fans and position Cialis in a meaningful and memorable way.”

Now available by prescription, the U.S. Food & Drug Administration approved Cialis on Nov. 21, 2003.

The Western Open sponsorship directly benefits the Evans Scholars Foundation. This agreement ensures that more than 800 student caddies annually can continue pursuing their scholastic goals as Evans Scholars at major universities across the nation.

About the Western Golf Association

The Western Golf Association was founded in 1899 by 11 Chicago-area golf clubs. Today, more than 500 member clubs in states throughout the nation support the WGA, sponsor of the Western Open on the PGA TOUR and the Chick Evans Caddie Scholarships.

Headquarters for the WGA and the Evans Scholars Foundation are in Golf, Illinois, which is also home to the Glen View Club, host of the first Western Open and Western Amateur championships in 1899. In 1914, the Western Junior championship, the first such national competition in the history of American golf, was added to the WGA tournament schedule. The WGA continues to sponsor the tradition-steeped Western Open, Western Amateur and Western Junior championships.

Since 1930 the WGA also has sponsored the nationally acclaimed Evans Scholars Foundation, which administers the nation’s largest privately funded college scholarship program. The Foundation, established by famed Chicago amateur golfer Charles “Chick” Evans Jr., has provided college educations to more than 8,600 former caddies. The Evans Scholars Foundation is the sole beneficiary of the Western Open, held at Cog Hill Golf & Country Club in Lemont, Illinois, since 1991. The annual PGA TOUR event, which celebrated its 100th championship in 2003, has raised more than \$32 million for the caddie scholarships in the past 73 years.

About Cialis

Cialis, approved by the FDA in November 2003 for the treatment of erectile dysfunction, is the first oral ED treatment shown to improve erectile function up to 36 hours in most men. Cialis can be taken without regard to food. The absorption of Cialis is not affected by food, including high-fat foods. Cialis is currently available in approximately 50 countries globally, including Australia, Brazil, Mexico, and countries throughout Europe. More than one million patients have been treated with Cialis since its first introduction in February 2003.

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.

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.

For full prescribing information, visit www.cialis.com.

About Lilly ICOS

Lilly ICOS LLC, a joint venture between ICOS Corporation and Eli Lilly and Company, has introduced Cialis® (tadalafil) for the treatment of erectile dysfunction. The U.S. Food and Drug Administration approved Cialis Nov. 21, 2003. Cialis is approved for sale in more than 50 countries.

Lilly, 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, Ind., Lilly provides answers – through medicines and information – for some of the world's most urgent medical needs.

ICOS Corporation is a product-driven company that has expertise in both protein-based and small molecule therapeutics. ICOS combines its capabilities in molecular, cellular and structural biology, high throughput drug screening, medicinal chemistry and gene expression profiling to develop highly innovative products expected to have significant commercial potential. ICOS applies its integrated approach to erectile dysfunction and other urologic disorders, sepsis and other inflammatory diseases. ICOS' strategy targets multiple therapeutic areas with drugs that act through distinct molecular mechanisms, increasing ICOS' opportunities to market breakthrough products.

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