



PRESS RELEASE

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Media Contact: Denise Bradley
Phone: (215) 591-8974
E-mail: Denise.Bradley@tevausa.com

America Speaks Out in Favor of Affordable Healthcare and Biogenerics in Teva's Fourth Video

WASHINGTON D.C., June 21, 2009 – Teva Pharmaceuticals USA, the leading generic pharmaceutical company, today released its fourth video in a series as part of the “Year of Affordable Healthcare” campaign. The video, developed in “man on the street” style asks individuals what they think about healthcare in the U.S. It is available at www.yearofaffordablehealth.com/gallery is meant to illustrate the important savings generic drugs have produced for everyday Americans since the passage of the Hatch-Waxman Drug Price Competition Act 25 years ago.

Teva's Year of Affordable Healthcare is a nationwide campaign to recognize the important role that generic drugs play in providing competitive and more affordable healthcare. In addition, the campaign calls upon federal legislators to enact further reforms, including passage of a competitive regulatory approval pathway for generic biologics to increase American access to affordable and lifesaving medicines.

Launched February 10, 2009, the Year of Affordable Healthcare campaign has worked to highlight the struggle that Americans face when it comes to rising healthcare costs. Along with these videos and a nationwide poll released last February, the campaign is also holding a series of regional forums exploring American priorities regarding affordable medicine and healthcare. The first forum was held on May 28th in San Francisco, with subsequent events being held in Chicago on June 30th and Philadelphia in July.

For more information, additional videos and details on upcoming events, please the Year of Affordable Healthcare Campaign website at: www.yearofaffordablehealth.com

About Teva

Teva USA is a wholly-owned subsidiary of Teva Pharmaceutical Industries Ltd., one of the largest generic pharmaceutical companies in the world and among the top 20 pharmaceutical companies.