



YEAR of
AFFORDABLE
HEALTHCARE

PRESS RELEASE

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Teva's Forum Draws Key Pennsylvania Healthcare Leaders *State Influentials Gather to Discuss the Rising Cost of Medicine for Consumers*

PHILADELPHIA, PA - July 30, 2009 – Teva Pharmaceuticals USA, the world's leading generic pharmaceutical company, today hosted the last in a series of roundtable discussions focused on increasing access to healthcare and affordable medicines in the United States.

The event was held as a part of the company's Year of Affordable Healthcare Campaign (www.yearofaffordablehealth.com), which marks the 25th anniversary of the passing of the Hatch-Waxman Act, a bill which created the modern day pharmaceutical drug industry.

The event featured panelists from around the Philadelphia area, all of whom have distinguished themselves by helping to bring affordable healthcare solutions to the people of Pennsylvania. They included:

- Thomas Snedden, Director, Pennsylvania Pharmaceutical Assistance Contract for the Elderly
- Pat Halpin-Murphy, President and Founder, Pennsylvania Breast Cancer Coalition
- Dr. Janet Young, Medical Director, Greater Philadelphia Health Action, Inc.
- Donna Duncan, Executive Director, Philadelphia's Linda Creed Breast Cancer Foundation

The panel was moderated by Pam Gilbert, partner at Cuneo Gilbert & LaDuca and former executive director of the Consumer Product Safety Commission.

"We are now at a crucial point in this debate," said Debra Barrett, Senior Vice President of Government Affairs for Teva Pharmaceuticals USA. "Healthcare costs continue to rise and consumers in some cases are struggling to access care. We need to ensure that affordable medicine options like biogenerics are available, so that Pennsylvania citizens don't have to worry about being able to afford their prescriptions."

The spirited discussion centered around the need for healthcare reform, the steadily increasing costs of medicines and treatments and potential solutions for these rising costs – including the development of a pathway for generic biologic medicines.

About Teva USA

Teva Pharmaceutical Industries Ltd., headquartered in Israel, is among the top 20 pharmaceutical companies in the world and is the world's leading generic pharmaceutical company. The Company develops, manufactures and markets generic and innovative human pharmaceuticals and active pharmaceutical ingredients, as well as animal health pharmaceutical products. Over 80 percent of Teva's sales are in North America and Europe.