

Teva Launches National Advocacy Campaign for Affordable Healthcare

WASHINGTON, February 10, 2009 – Teva Pharmaceuticals USA, the leading generic pharmaceutical company, today announced that it was launching a nationwide campaign to push for more affordable healthcare. The program, called the “Year of Affordable Healthcare” commemorates the 25th anniversary of the landmark Waxman-Hatch Act which created the modern generic drugs industry and has resulted in billions of dollars of savings.

“With a new administration and Congress, and so many Americans concerned by the economy, this is the right time for federal action to increase access to healthcare through smart policy,” said William S. Marth, President and CEO of Teva North America. “As a leader in the generics industry, Teva will highlight the fact that reducing the cost of healthcare does not mean reducing the quality of healthcare.”

Currently, one out of every seven prescriptions in the United States is filled with a Teva product, and one out of every four generic prescriptions.

The Year of Affordable Healthcare campaign kicks off today with the release of a national poll that finds many Americans, due to the economic crisis, have skipped their doses of medication to save money. There is strong support among respondents for increasing the use of generic medicines as a way to reform the system and reduce costs.

Teva also released the first in a series of videos (available at www.yearofaffordablehealth.com) designed to illustrate the important savings generic drugs have produced for everyday Americans since Waxman-Hatch passed.

The “Year of Affordable Healthcare” campaign will also include:

- Several regional forums to explore voter priorities for health care reform in 2009, which will be enshrined in a report to Congress later in the year;
- Interactive, new media initiatives meant to engage Americans at the grassroots-level to support the priorities of Year of Affordable Healthcare;
- Additional polls to track American sentiments on healthcare amid the economic crisis throughout the year;
- Stakeholder outreach to local political and healthcare leaders in major cities to join the campaign.

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.