



PRESS RELEASE

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

## **Teva Releases Second Video in Year of Affordable Healthcare Campaign**

WASHINGTON, February 24, 2009 – Teva Pharmaceuticals USA, the leading generic pharmaceutical company, today released the second in a series of videos as part of the “Year of Affordable Healthcare” campaign.

The video, entitled “Where Am I?” (available at [www.yearofaffordablehealth.com/gallery](http://www.yearofaffordablehealth.com/gallery)) is meant to illustrate the important savings generic drugs have produced for everyday Americans since the passage of Waxman-Hatch 25 years ago.

Teva’s “Year of Affordable Healthcare” is a nationwide campaign to recognize the important role that generic drugs play and commemorates the 25<sup>th</sup> anniversary of the landmark Waxman-Hatch Act which created the modern generic drugs industry and has resulted in billions of dollars of savings.

The Year of Affordable Healthcare campaign was launched on February 10, 2009 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.

For more information, visit our website at: [www.yearofaffordablehealth.com](http://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.