



New Product Launches

Bristol-Myers Squibb

Launch year	Drug	Phase	Therapeutic category	2009 U.S. sales estimates (\$millions)
2004	Erbitux	Marketed	Cancer	1,127
2005	Entecavir	Filed	Hepatitis B virus	179
2005	Abatacept	III	Rheumatoid arthritis/ multiple sclerosis	691
2006	Muraglitazar (PPAR)	III	Diabetes	600
2006	Ixabepilone (Epothilone)	III	Cancer	364
2007	E2F Decoy (edifoligide)	III	Prevention of vein graft failure	400
2007	Lea-29Y	II	Immunosuppression/ transplant	180
2007	Ranaxaban (DPC 906)	II	Thrombosis, oral factor Xa inhibition	320
2007	DPP4	II	Diabetes	160
2007	DPC 368	I	Depression/anxiety	210
2008/09	Other Phase I & II			595
				Total: \$5,575

Schering-Plough

Launch year	Drug	Phase	Therapeutic category	2009 U.S. sales estimates (\$millions)
2004	Vytorin	Marketed	Hyperlipidemia	2,974
2005	Noxafil (posaconazole)	Filed	Oral invasive fungal infections	247
2005	Clarinet-D	Approvable	Antihistamine	156
2006	Asamanex	Approvable	Asthma	136
2008	CCR-5 antagonist	II	HIV/AIDS	135
2008	Other Phase I & II			500
				Total: \$4,148

Merck

Launch year	Drug	Phase	Therapeutic category	2009 U.S. sales estimates (\$millions)
2004	Vytorin	Marketed	Hyperlipidemia	2,974
2006	HPV vaccine	III	Genital warts/ cervical cancer	702
2006	RotaTeq (rotavirus vaccine)	III	Rotavirus	501
2007	Herpes zoster vaccine	III	Shingles in adults	320
2007	DP-4 inhibitor	II	Diabetes	800
2007	Integrase inhibitor	I	HIV/AIDS	270
2008/09	Other Phase I & II			
				Total: \$5,567

Eli Lilly

Launch year	Drug	Phase	Therapeutic category	2009 U.S. sales estimates (\$millions)
2004	Alimta	Marketed	Mesothelioma/ Non-small cell lymphoma	848
2004	Symbyax (Zyprexa/Prozac)	Marketed	Bipolar/psychotic depression	231
2004	Cymbalta	Marketed	Depression	2,520
2005	Duloxetine	Approvable	Stress urinary incontinence	634
2005	Exenatide	Filed	Type 2 diabetes	630
2006	Ruboxistaurin (PKC inhibitor)	III	Diabetic retinopathy/ macular edema	360
2007	Prasugrel (CS-747)	III	Acute coronary syndrome	788
2007	PPAR modulators	I/II	Type 2 diabetes	200
2008/09	Other Phase I & II			640
				Total: \$8,315

Pfizer

Launch year	Drug	Phase	Therapeutic category	2009 U.S. sales estimates (\$millions)
2004	Caduet	Marketed	High cholesterol/hypertension	300
2004	Spiriva	Marketed	COPD	1,559
2005	Lyrica (Pregabalin)	Filed	Neuropathic pain/epilepsy/anxiety	645
2005	Daxas (Roflumilast)	III	COPD/asthma	548
2005	Exubera	III	Diabetes mellitus	780
2005	Indiplon	Filed	Insomnia	795
2005	Sutent (SU11248)	III	GI stromal tumours, renal cell	216
2005	Macugen	Filed	Age-macular degeneration	680
2007	Torcetrapid+ Lipitor	III	Hyperlipidemia	1,500
2008/09	Other Phase I & II			2,190
				Total: \$9,465

Wyeth

Launch year	Drug	Phase	Therapeutic category	2009 U.S. sales estimates (\$millions)
2005	Tigecycline (GAR-936)	III	Antibiotic	350
2006	Bazedoxifene (TSE-424)	III	Osteoporosis	375
2006	Bifeprunox	III	Schizophrenia	600
2007	CCI-779	III	Cancer	180
2007	Levo-EE	III	Contraceptive	200
2007	DVS-233	III	Depression	750
2008/09	Other Phase I & II			1,073
				Total: \$3,823

CPM

Source: Merrill Lynch, November 2004.