



Lundbeck Canada is Awarded CCPE Corporate Award

The Council for Continuing Pharmaceutical Education (CCPE) is pleased to announce that **Lundbeck Canada Inc.** has been presented the CCPE Corporate Award for 2004.

Each year, the CCPE, a non-profit organization that provides health science education programs to the Canadian pharmaceutical industry, presents a special trophy to the company with the highest percentage of participation and the best examination results.

CCPE education programs are rigorously developed with the input of specialists and the subject matter is based on recognized medical texts and

materials. To date, over 13,400 field representatives have completed the grueling 200 to 300 hours of study successfully.

For more information, please contact Marc Lalande, General Manager, CCPE, at (514) 333-8362.



Marc Lalande, General Manager, Council for Continuing Pharmaceutical Education, presents CCPE Corporate Award to Julie Dewitt, Training Manager, Lundbeck Canada Inc.

Mistral Pharma Listed on the TSX

Mistral Pharma has listed its shares on the TSX Venture Exchange under the MIP symbol.

For more information, contact Bertrand F. Bolduc, President and CEO of Mistral Pharma Inc., at (514) 920-0909, extension 24, or by email at bbolduc@mistralpharma.com.

HealthConnect is Sponge-Worthy!

Allendale Pharmaceuticals has chosen the **HealthConnect** contact centre to handle their customer service and product information calls for the re-introduction of Today Sponge in both Canada and the U.S.

HealthConnect, a division of **DDx Health Strategies Inc.** of Moncton, New Brunswick, will

handle inquiries about the popular contraceptive device from both health-care professionals and consumers. Today Sponge gained notoriety in December, 1995, when it became the focus of an episode of the TV series "Seinfeld." One of the lead characters, Elaine Benes, scoured stores for her favourite birth control when the prior manufacturer stopped making it. She then stretched her supply by setting "sponge-worthy" standards for prospective lovers.

HealthConnect provides out-source customer service, product and disease information, patient compliance, clinical trial support, adverse event reporting, CHE support, telephone hotlines and other related services for the pharmaceutical and health-care sector. HealthConnect clients include six of the top ten pharmaceutical companies in Canada.

For more information on HealthConnect, contact Marcel Gervais at 1-800-748-8020 or mgervais@healthconnect.ca.



Eli Lilly Canada Appoints New President

Eli Lilly and Company has appointed David Ricks as President and General Manager of Eli Lilly Canada, effective immediately.

In his new role, Mr. Ricks will be responsible for all aspects of Eli Lilly Canada's operations. Capitalizing on the company's established industry leadership, he will guide the Canadian affiliate as it prepares to launch several innovative medicines in Lilly's rich pipeline and support the current portfolio of best-in-class products in Canada. Mr. Ricks will also head the Senior Management Team of Eli Lilly Canada and be a member of the global corporation's Intercontinental Region Operations Management Team.

Over the last several years, Mr. Ricks has been a member of the Canadian company's senior management committee.

Most recently, as Vice President of Sales at Eli Lilly Canada, he was responsible for sales results for key promoted retail products. Previously, as Vice President of Marketing at Eli Lilly Canada, Mr. Ricks was responsible for Lilly's core brands, marketing operation and new product planning.

Prior to joining Lilly, Mr. Ricks held various positions in the technology sector, including positions with **IBM Corporation** in New York and **Hewlett-Packard Corporation** in Chelmsford, Massachusetts.

Mr. Ricks obtained an MBA in Finance and Marketing from Indiana University and a Bachelor of Science in Industrial Management from Purdue University.

Mr. Ricks succeeds Jeffrey Henderson.

For more information, please contact Laurel Swartz, Senior Manager, Communications, Eli Lilly Canada, at (416) 699-7299.



David Ricks, President and General Manager, Eli Lilly Canada.

Astellas Created by Merger of Fujisawa and Yamanouchi

Fujisawa Pharmaceutical Co., Ltd. and **Yamanouchi Pharmaceutical Co., Ltd.** merged on April 1, 2005 to become **Astellas Pharma, Inc.** The combined strengths of Fujisawa and Yamanouchi provide Astellas with a unique and highly competitive edge in the global pharmaceutical market.

"But the merger is just the beginning," says Hiro Ozaki, President of Astellas Pharma Canada, Inc. "With a commitment to high ethics, customer satisfaction, creativity and competitive focus, Astellas will be a truly

unique company tackling new challenges and creating innovative pharmaceutical products. Excellent research, development and sales and marketing capabilities will allow us to be a shining star in the industry. This is the beginning of an exciting new venture for the Astellas global group[...] We value our relationships and it is our goal to make a seamless transition to Astellas. As we move forward, Astellas will retain the same dedication and commitment to excellence, quality and innovation you have always known."

For more information regarding Astellas Pharma, Inc., please visit the global Web site at <http://www.astellas.com>. For more information on Astellas Pharma Canada, Inc., please visit the domestic Web site at <http://www.astellas.ca>.