



Top Ten US Product Launches of 2004

1



Wellbutrin XL (antidepressant) from GlaxoSmithKline recorded the highest full-year 2004 sales performance from among prescription drugs launched in the United States during 2003. Wellbutrin XL was approved in August 2003 for the treatment of major depressive disorder in patients 18 years old or older. In 2004, worldwide sales reached \$856 million; US sales were \$851 million.

Industry analysts have anticipated the Wellbutrin franchise will reach sales of \$1.72 billion in 2005 and \$1.5 billion in 2008. The product has a US formulation patent that is not due to expire until 2018.

2



Eli Lilly and Co.'s Strattera (attention-deficit hyperactivity disorder) was approved in November 2002 and reached the US market in January 2003. The product recorded sales of \$370.3 million in 2003. In its first full year on the market in 2004, Strattera sales were \$666.7 million; US sales were \$656.4 million.

3



Humira (antirheumatic) could reach blockbuster status this year. Abbott Laboratories (www.abbott.com) launched Humira in January 2003.

Humira worldwide sales were \$852 million for full-year 2004. In the US, the product recorded sales of \$555 million, an increase of 125.6% compared with 2003. Based on the performance of Humira in 2004, the company is raising its 2005 worldwide sales expectations for Humira to more than \$1.3 billion.

4



US sales of AstraZeneca's Crestor (lipid-lowering) were \$543 million in 2004; worldwide sales were \$908 million. US uptake of the product was slowed by allegations concerning its safety.

Global Crestor sales in the first quarter of 2005 were \$273 million compared with \$129 million in the first quarter of last year. In the US, Crestor sales in the first quarter of this year were \$154 million, more than double that of sales generated in first-quarter 2004. In March, Crestor's share of new prescriptions in the US statin market was 6%, up from 5.8% in January 2005.

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Reyataz (HIV-1 protease inhibitor) from Bristol-Myers Squibb was the first once-daily protease inhibitor approved by the FDA. An azapeptide protease inhibitor indicated in combination with other antiretroviral agents for the treatment of HIV-1 infection, Reyataz was approved in June 2003.

Global sales of Reyataz were \$149 million in the first quarter of 2005, compared with \$75 million in the same period in 2004. First quarter US sales were \$92 million, up 39.4% compared with first-quarter 2004. Reyataz has achieved a weekly new prescription share of the US protease inhibitor market of about 30%. Worldwide sales in 2004 were \$414 million; US sales were \$305 million.

6



Since being approved in the US in November 2003, Lilly Icos's Cialis (male erectile dysfunction) has increased its share of total prescriptions every month in the US. For the week ending April 1, 2005, Cialis held a 24% share of new and 22% of total US oral erectile-dysfunction treatment prescriptions. Worldwide sales reached \$552.3 million in 2004; Lilly Icos US sales were \$206.6 million.

7



Xolair (asthma), from Novartis, Genentech and Tanox, was approved in June 2003 for adults and adolescents 12 years old or older with moderate-to-severe persistent asthma who have a positive skin test or *in vitro* reactivity to a perennial aeroallergen and whose symptoms are inadequately controlled with inhaled corticosteroids.

In the first quarter of 2005, US sales of Xolair were \$65.3 million, compared with US sales of \$29.8 million in the first quarter of 2004. Full-year US sales were \$188.5 million in 2004.

8



AstraZeneca's Iressa (non-small cell lung cancer) was approved in May 2003 and launched the same month. Iressa is indicated as monotherapy for patients with locally advanced or metastatic non-small cell lung cancer after failure of platinum-based and docetaxel chemotherapies.

Sales for Iressa in the first quarter of 2005 were \$81 million, down 15% compared with the same period last year. Iressa sales in the US declined 41% to \$30 million in the first quarter. Full-year global sales in 2004 reached \$389 million; US sales reached \$176 million.

9



MGI's Aloxi injection (anti-nausea), containing palonosetron, was approved by the FDA on July 25, 2003, at a fixed dose of 0.25 mg for the prevention of acute nausea and vomiting associated with initial and repeat courses of moderately and highly emetogenic cancer chemotherapy and for the prevention of delayed nausea and vomiting associated with initial and repeat courses of moderately emetogenic cancer chemotherapy.

For the first half of 2005, US sales of Aloxi reached \$118 million, including second-quarter sales of \$60.8 million. Sales for 2004 reached \$159.3 million. MGI management expects to meet its 2005 guidance of \$260 million for Aloxi.

10



The FDA granted Velcade (multiple myeloma) fast-track designation for relapsed and refractory mantle cell lymphoma, an aggressive form of non-Hodgkin lymphoma, in November 2004.

Net sales of Velcade injection reached \$143.1 million in 2004. Sales of Velcade in the first quarter of 2005 increased 51% to \$44.8 million. For full-year 2005, Millenium expects Velcade US sales to be in the range of \$185 million to \$195 million. First-quarter Velcade sales exceeded the \$38 million estimate of Prudential (www.prudential.com) analysts, who raised their full-year 2005 forecast for Velcade to \$187 million from a previous estimate of \$180 million.

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