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**Pfizer Expands Established Products Portfolio with the Launch of their
Off-Patent Sterile Injectables Business**

*World's Leading Pharmaceutical Company Aspires to be a Leader in Non-
Exclusive Injectable Products*

New York, NY, October XX -- Pfizer Inc. (NYSE: PFE) today announced the launch of Pfizer Injectables, a U.S.-based business offering off-patent injectables and hospital products including Pfizer brands, such as Unasyn, Solu-Medrol and Gelfoam, and generic medicines such as cephalosporins and penicillins.

Pfizer Injectables is part of Pfizer's Established Products Business Unit, which focuses on the commercialization of products where market exclusivity has been lost. Worldwide sales of established products were over \$10 billion in 2008.

"An important part of the Established Products strategy is to find and fill the needs of niche segments-- where quality and supply reliability is crucial and specialized skills and technologies are required. Given Pfizer's ability to deftly deliver on these requirements, we see niche markets as a growth opportunity" said David Simmons, President and General Manager of Pfizer's Established Products Business Unit. "With a small team of colleagues focused on injectables and hospital products in our existing Established Products portfolio, and through a combination of in-licensing and internal development, this business is off to a strong start."

Pfizer sees portfolio expansion as paramount for the injectables business. With 25 products already on the market and five more expected in 2009, the company plans to add 13 next year for a total of 43 products in the U.S. by the end of 2010. "This is just the beginning," said Simmons. "Portfolio expansion will continue to be a priority well into the next decade."

Pfizer Injectables will focus on acquiring and developing products in key therapeutic areas including anti-infectives, oncology, cardiovascular health, CNS, and anti-inflammatory. The business also will offer improved, patient-friendly devices such as dual chamber pen cartridges and plastic vials.

Injectable product sales in the U.S. in 2008, including sales of branded and generic products, were \$71 billion, a six percent increase over 2007. Injectables account for greater than 90 percent of hospital drug spend. (Source: *Drug Topics*, "Why Generic Injectables Are Taking Center Stage," April 14, 2008.)

"We believe that Injectables offer a promising opportunity for Pfizer, based on the projected increase in global demand for sterile injectable products as well as Pfizer's competitive advantages: our reputation for quality, price and service," said Simmons. "As hospitals look to reduce both costs and the time patients spend in the hospital, injectables are becoming more useful in the clinic setting. Pfizer is taking definitive steps to meet this increasing demand. Our aspiration is to be among the top five U.S. companies in the segment in five years."

Pfizer Inc: Working together for a healthier world™

Founded in 1849, Pfizer is the world's premier biopharmaceutical company taking new approaches to better health. We discover, develop, manufacture and deliver quality, safe and effective prescription medicines to treat and help prevent disease for both people and animals. We also partner with healthcare providers, governments and local communities around the world to expand access to our medicines and to provide better quality health care and health system support. At Pfizer, colleagues in more than 90 countries work every day to help people stay happier and healthier longer and to reduce the human and economic burden of disease worldwide.

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