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PFIZER LAUNCHES ‘THINK SCIENCE NOW’

-- Program will celebrate inspiring scientists and their commitment to advance global research --

NEW YORK, JUNE 24, 2008 – Underscoring its commitment to scientific advancement, Pfizer Inc will launch **Think Science Now**, a science awareness program to promote exceptional researchers who have devoted their lives to unraveling the mysteries of biology, chemistry and human disease. A major part of the program will include profiles of outstanding scientists on Big Think, an interactive social networking site that provides information and discussions on politics, law, business and science as a means to support greater public dialogue on thought-provoking issues of national importance. **Think Science Now** (<http://www.pfizer.com/thinksciencenow>) seeks to help the public understand science by hearing directly from scientists who share their common values.

The program complements Pfizer’s sponsorship of NOVA scienceNOW, a weekly television news magazine from the producers of NOVA that airs on PBS stations across the country beginning June 25, 2008 and includes a scientist profile in each episode.

“NOVA scienceNOW is devoted to the public understanding of scientific research. By profiling scientists on the show, viewers get a look into the personal and professional lives of scientists behind the cutting-edge research, and we hope they come away inspired by their stories,” says Paula Apsell, senior executive producer of NOVA and NOVA scienceNOW. “We are thankful to Pfizer for their support of this summer’s season and applaud their efforts to create online content that will further recognize scientists worldwide.”

Think Science Now on Big Think will feature weekly profiles of exceptional scientists who will discuss their motivation to become scientists, share perspectives about their work, and make their advanced research uncomplicated and easy to understand. Pfizer will work with Big Think to identify company scientists and those from other research organizations who will be highlighted for the program. **Think Science Now** will feature one scientist for each of the weeks that NOVA scienceNOW airs on PBS this summer, including two of the scientists profiled on the show this season.

“By showcasing scientists whose passion, interesting personal stories and unique life experiences drive their work, we hope to demonstrate scientific research at its best - motivating, promising, challenging and critical to our health and well-being,” said Sally Susman, senior vice president and chief communications officer at Pfizer. “We believe by sponsoring Think Science Now, Pfizer can offer inspiration for a future generation of scientists. At the same time, we hope to raise awareness and interest in the role scientists and their work play in our daily lives.”

On Big Think, visitors can watch videos profiling inspiring scientists, post comments and questions, and engage the scientists in conversations.

“Big Think is excited to have the opportunity to provide audiences with stimulating interviews of some of the young and brilliant minds in various fields of science,” said Peter Hopkins, co-founder of Big Think. “Our goal is to make audiences intellectually curious so they listen to what these experts have to say, share their passions, and become engaged in a dialogue on the importance of scientific discovery to our collective health, happiness and prosperity.”

For 10 weeks, starting June 24, visitors to Big Think will be able to vote for the scientist whose research and enthusiasm inspires them the most. For each vote, Pfizer will donate \$1 to science projects recommended by DonorsChoose.org. Working with the philanthropic Web site, Pfizer also issued a challenge to viewers to raise \$20,000 to support science projects proposed by public school teachers and approved by DonorsChoose.org.

“We are pleased to join with Pfizer to expand scientific awareness through **Think Science Now**,” said Charles Best, founder and CEO of DonorsChoose.org. “By connecting companies like Pfizer with actual projects proposed by teachers, we hope to promote students’ desire to pursue greater scientific studies.”

Through **Think Science Now** Pfizer creates opportunities for the public to understand who and what is behind new discoveries in biology, chemistry and human disease. With this program, and its sponsorship of PBS’s NOVA scienceNOW, Pfizer helps make the “complicated, uncomplicated” and celebrates scientists who bring dedication and passion to their work.

About Pfizer Inc

Pfizer is the world's largest research-based biomedical and pharmaceutical company. Every day, approximately 84,000 colleagues in more than 130 countries work to discover, develop, manufacture and deliver quality, safe and effective prescription medicines to patients. In 2007, Pfizer invested more than \$8 billion in research and development.

About NOVA scienceNOW

Since its premiere in 2005, NOVA scienceNOW has brought viewers a fresh perspective on research from the frontlines of science using a cutting-edge, fast-paced magazine-style format. Hosted by astrophysicist Neil deGrasse Tyson the new season premieres on Wednesday, June 25 at 9 pm ET/PT and airs weekly all summer on PBS stations around the country.

About Big Think

Big Think is a comprehensive, interactive Web site, with a variety of posted comments, questions and videos on a wide range of topics such as politics, business, law and science. Its mission is to move the discussion away from talking heads and talking points, and allow its audience to access hours of direct, unfiltered interviews with today's leading thinkers, movers and shakers.

About DonorsChoose.org

Founded in 2000 by a Bronx school teacher, DonorsChoose.org is a simple way to provide students in need with resources that public schools often lack. At this not-for-profit Web site, teachers submit project proposals for materials or experiences their students need to learn. These ideas become classroom reality when concerned individuals, called Citizen Philanthropists, choose projects to fund.