



NEWS RELEASE

PURDUE PHARMA AND MOUNT SINAI HOSPITAL CREATE PARTNERSHIP

For Immediate Release

Toronto, Ontario --- December 2, 2004 - The pharmaceutical company that manufactures OxyContin has partnered with one of Canada's leading hospitals to continue its battle against prescription drug abuse. Purdue Pharma and Toronto's Mount Sinai Hospital have joined forces to establish the Mount Sinai/Purdue Pharma Partnership in Pain and Dependency.

"The ultimate target of this partnership is to ensure that patients in need can be treated effectively, while also reducing to the fullest extent possible the misuse of and addiction to all prescription analgesics. Our goal is to support fundamental research in these areas, as part of our commitment to enhancing patient care."

Those words from John Stewart, the Executive Vice President and General Manager of Purdue Pharma as he presented a cheque for \$100,000 to Dr. Allan Gordon, Director and neurologist of the Wasser Pain Management Centre at Mount Sinai Hospital. This is the first of a three-year commitment totalling \$300,000 in support of a Research Partnership in the Pain and Dependency Program at the Wasser Pain Management Centre.

Dr. Gordon: "When used appropriately, opioids are a safe and effective treatment for pain. But we have to use them carefully to minimize risk and improve treatment outcome. The Pain and Dependency Program will be headed by Dr. Doug Gourlay who is an anaesthesiologist and pain specialist with qualifications in addiction medicine. This Pain and Dependency Program is unique in North America and we are able to join forces with the Addiction Medicine Program at the Centre for Addiction and Mental Health to improve knowledge and training in this emerging field."

John Stewart: "Purdue recognizes that abuse, dependence and addiction remain a severe health problem and the impetus behind this partnership is our longstanding involvement with Canadian research institutions, researchers and clinicians. This announcement today is a continuation of our effort to focus a substantial portion of our research and development activities toward improving pain control."

Purdue Pharma is a privately held pharmaceutical company known for pioneering research on persistent pain and associated treatments. Since its introduction in 1996, OxyContin (a timed-release formulation of oxycodone) has provided pain relief to patients suffering from cancer and other types of chronic, disabling pain.

Mount Sinai Hospital is an internationally recognized academic health centre affiliated with the University of Toronto, with four core program areas, women's and infants' health, surgical specialties, internal medicine and oncology.

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