



Accelerating Life Science Success

Gov. Schwarzenegger Turns Back on Economic Development and Drug Safety

San Diego, CA

January 6, 2006

Results Report

As of 1/09/06

Print Impressions:	17,000
TV Broadcasts:	5
TV Impressions:	221,453
SMT Impressions:	198,000
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Total Impressions:	436,453



SPECTRUM SCIENCE
COMMUNICATIONS

Print/Wire Coverage

Publication	Date	Headline	Market	Circulation
The San Diego Daily Transcript	1-9-06	San Diego biotechs wary of Schwarzenegger's stance on drugs*	San Diego, CA	17,000

Total Circulation Figures: 17,000

**Story ran on front page of the San Diego Daily Transcript (1-9-2006). The Internet site only allows paid subscription holders to view the full story. The Daily Transcript has mailed a copy of the paper.*

San Diego biotechs wary of Schwarzenegger's stance on drugs

Industry group worries about safety

Elizabeth Malloy, The Daily Transcript, January 6, 2006

Representatives from San Diego's biotech industry had mixed reviews for part of Gov. Arnold Schwarzenegger's State of the State address, where the governor called on the federal government to permit the safe importation of prescription drugs.

TV Coverage

Station	Program	Market	Affiliate	Airing Date	Time	Audience
XWTV-TV	Fox 6 News at Ten	San Diego, CA	FOX	1-06-05	10:00PM PST	48,394
KUSI-TV	KUSI News at Six	San Diego, CA	IND	1-06-05	6:00PM PST	33,081
KNSD-TV	NBC 7/39 News at 6 PM	San Diego, CA	NBC	1-06-05	6:00PM PST	47,100
KMFB-TV	Local 8 at Five	San Diego, CA	CBS	1-06-05	5:00PM PST	67,438
KNSD-TV	NBC 7/39 First News at 4 PM	San Diego, CA	NBC	1-06-05	4:00 PM PST	25,440

Total Audience Figures: 221,453



Fox 6 News At Ten
XETV-TV CH 6 (FOX)
01/06/2006
10:00 PM - 11:00 PM
Est. Audience: 48,394

Imported Drugs: San Diego's bio-medical community says it opposes Governor Schwarzenegger's proposal to allow importation of prescription drugs. SB; Governor Arnold Schwarzenegger, Republican of California, says why not buy prescription drugs from outside the U.S. PC: Peter Pitts, Pacific Research Institute senior fellow, says imported drugs may not be as safe and effected as drugs bought in the U.S. PC: Jack Lief, Arena Pharmaceuticals CEO, says often imported drugs are counterfiet. I; Gregory Knowles Consumer Center for Health Education executive direction, says it would lower prices and bring access to prescription drugs to more people. PC; Dr. Stephen M. Change, Multicall Technologies president, says patient existence programs exist today. Jenny Hamel, reporting.



KUSI News At Six
KUSI-TV CH 51 (IND)
01/06/2006
06:00 PM - 07:00 PM
Est. Audience: 33,081

Angry Companies: Drug companies are upset over Governor Schwarzenegger's proposal to legalize the importation of prescription medicine. V; Biocom sign on podium. The proposal would bring drugs in not produced under FDA laws. SB; Peter Pitts, Pacific Research Institute, says opening the flood gates to foreign drugs.



NBC 7/39 News At 6 PM
KNSD-TV CH 39 (NBC)
01/06/2006
06:00 PM - 06:30 PM
Est. Audience: 47,100

Prescription Drugs: The Governor also called on the Government to allow Americans to buy prescription drugs from other countries. San Diego's Viotech Industry says there is not way to ensure the safety of drugs from other countries. Industry spokesman says foreign drugs are not subjected to testing from the FDA. PC; Peter Pitts, Former FDA Associate Commissioner, states his opinion.



Local 8 At Five
KFMB-TV CH 8 (CBS)
01/06/2006
05:00 PM - 06:00 PM
Est. Audience: 67,438

Biotech Concern, San Diego biotech industry is not happy with the governor's plan to import prescription drugs; Fittest Cities; Healthcast; Weather

Biotech Concern: San Diego biotech industry is not happy with Gov. Schwarzenegger's plan to import prescription drugs. SB; Gov. Arnold Schwarzenegger, last night, we buy food and cars from overseas, why not prescription drugs. V; Paxil, V; Zocor bottles. PC; Peter Pitts, Pacific Research Institute, you import other people's counterfeit problems and say we don't need an FDA. V; Merck logo on pill counting tray.



NBC 7/39 First News At 4 PM
KNSD-TV CH 39 (NBC)
01/06/2006
04:00 PM - 04:30 PM
Est. Audience: 25,440

San Diego's biotech industry says the governor's idea to allow the import of prescription drugs from other countries is one big headache waiting to happen. Governor Schwarzenegger made the remarks during last night's state of the state address. Margaret joins us now with the story. Well, the San Diego biotech industry says Americans pay more for life saving drugs because foreign countries aren't paying their full share of the cost of developing new drugs.

**SMT Television/Radio
Coverage**

Station	Program	Market	Affiliate	Airing Date	Time	Audience
WDIS-AM	-	Boston, MA	Radio	1-06-06	9:20AM PST	12,000
XETV	FOX 6 News in the Morning	San Diego, CA	FOX	1-6-06	7:20AM PST	115,000
KFBK-AM	-	Sacramento, CA	Radio	1-6-06	7:40AM PST	50,000
KEYT	KEY This Morning	Santa Barbara, CA	ABC	1-6-06	6:00AM PST	18,000
KBAK	29 Eyewitness News Daybreak	Bakersfield, CA	CBS	1-6-06	5:00AM PST	3,000

SMT Audience Figures: 198,000

* Still have not received confirmation if KTHO-AM (Sacramento, CA) ran story.



Fox 6 News In The Morning
XETV-TV CH 6 (FOX)
01/06/2006
07:00 AM - 08:00 AM
Est. Audience: 115,000

Prescriptions: Governor Schwarzenegger said this week, that he believes Americans should be able to go outside of US borders to get prescription drugs, because they are too expensive in the US. I; Peter Pitts, former FDA official, gives his opinion on the idea of getting drugs from other countries. Says medicines in the US are so safe because of tests and safety procedures in place, says in foreign countries this is not the case. They talk about why drug companies can sell drugs cheaper to other countries than they do in the US.



KEY News This Morning
KEYT-TV CH 3 (ABC)
1/06/2006
06:00 AM - 07:00 AM
Est. Audience: 18,000

Last night, during his state of the state address, Governor Arnold Schwarzenegger called on congress to legalize drug importation. This means for you could save money on prescription drugs, imported from other countries. Here to talk more about what this would mean for you, former FDA official Peter Pitts. He's joining us live this morning from San Diego.



29 Eyewitness News Daybreak
KBAK-TV CH 29 (CBS)
01/06/2006
05:00 AM - 06:00 AM
Est. Audience: 3,000

Last night, during his state of the state address, Governor Arnold Schwarzenegger called on congress to legalize drug importation. This means for you could save money on prescription drugs, imported from other countries. Here to talk more about what this would mean for you former FDA Official Peter Pitts. He's joining us live this morning from San Diego.

Major Internet Postings

Internet Site	Web Address	Headline	Date
The San Diego Daily Transcript	www.sddt.com	San Diego biotechs wary of Schwarzenegger's stance on drugs	1-6-06
PharmaLive	www.pharmalive.com	California Life Science Leaders Respond to Governor Schwarzenegger's Call to Legalize Importation of Prescription Medicines	1-6-06
Yahoo! News	http://biz.yahoo.com	California Life Science Leaders Respond to Governor Schwarzenegger's Call to Legalize Importation of Prescription Medicines	1-6-06
Drug Newswire	www.drugnewswire.com	California Life Science Leaders Respond to Governor Schwarzenegger's Call to Legalize Importation of Prescription Medicines	1-6-06
PR Newswire	www.prnewswire.com	California Life Science Leaders Respond to Governor Schwarzenegger's Call to Legalize Importation of Prescription Medicines	1-6-06

**Audience figures are not available*

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California Life Science Leaders Respond to Governor Schwarzenegger's Call to Legalize Importation of Prescription Medicines

Safety and Economic Risks Outweigh Benefits

January 6, 2006

SAN DIEGO, January 06, 2006 -- Leaders from California's life science industry today expressed concern over the portrayal of the importation of prescription medicines in the governor's state of the state address last night. The Governor's new importation position, referenced in that speech and in an earlier letter to congressional leaders, calls for the government to permit the importation of prescription drugs, which puts both patients and California's life science community at risk.

"While we respect and applaud the governor's efforts to come up with ways to improve health care access, the importation of pharmaceutical products from foreign countries is not the simple answer it seems," said Jack Lief, chairman of the board of BIOCOM and president and CEO of Arena Pharmaceuticals, a biotech company located in San Diego. "Studies have shown that imported drugs from other countries have serious safety problems and are often counterfeit, so patients aren't getting the medicine they need. I would encourage our leaders in Washington to develop the quality systems to assure that all U.S. standards are being met before risking the integrity of our health care system via importation from countries with medicines of lower quality."

Recent investigative operations from the U.S. Food and Drug Administration have found that imported drugs from foreign countries often come from different locations than can be counterfeit, super or sub potent, or improperly labeled, meaning patients are at risk every time they take a medicine that is supposed to make them better, said Peter Pitts, senior fellow for health care studies at the Pacific Research Institute and former FDA Associate Commissioner for External Relations.

"In a recent FDA 'sting' of products being shipped into the U.S., the FDA found that 85 percent of the drugs sourced as 'Canadian' were not," said Pitts "These were shipped from 27 different countries, and the products' purity, safety and efficacy could not be verified, with 32 of the drugs tested found to be counterfeits. Patients are taking a risk with their health if they cannot be certain they are receiving the medicines their doctors prescribe."

The Governor's letter to congressional leaders earlier this week discussed many of the safety and economic issues associated with drug importation, including the potential damaging effects it could have on California's life science community.

"We commend Governor Schwarzenegger for recognizing the financial burden placed on the United States with regard to research and development, but drug importation is not the answer and will only hurt future research and innovation in the California biotechnology industry," said Randy Woods, president and CEO of NovaCardia, a San Diego life science company. "We strongly encourage the governor to re-think his stance toward drug importation and to realize the economic damage it will cause our state, which now leads the world's life science industry."

Innovation is the key to the biomedical community's success. Importation puts this advanced drug research at risk due to its reliance on trade with foreign countries that enforce price controls to artificially hold down the cost of prescription medicines. Members of the international community should be brought to understand that the U.S. is unfairly subsidizing the cost of research and development of new drugs, and price controls simply shift the financial burden of drug research on other countries.

"Governor Schwarzenegger is correct when he says that Congress should call on foreign nations to eliminate price controls on prescription medicines," said Dr. Stephen Chang, president and CEO of MultiCell Technologies. "All members of the international community would then pay their fair share for biomedical prescription medicine research and development. Importation of foreign price controls into the U.S. will have a detrimental impact on the biomedical community's ability to fund future research and stalls the development of innovative therapies."

Chang continued, "The Governor's actions and statements regarding importation also highlight his concern about the challenges of providing access to medicines to Californians who lack adequate insurance coverage for prescription medicines. While we share the Governor's concern about this extremely important challenge, importation of prescription medicines from foreign countries is not the answer to providing access to quality health care coverage that includes a focus on wellness and prevention. We look forward to engaging him in a productive dialogue to find solutions to this challenge."

Web links:

Governor Schwarzenegger's letter: Governor Schwarzenegger Calls on Federal Government to Allow Consumers to Safely Import Prescription Drugs

http://www.governor.ca.gov/state/govsite/gov_htmldisplay.jsp?BV_SessionID=@@@@

[1819831529.1136571762@@@@&BV_EngineID=cccfaddgjgkcfngcfkmdffidfnf.0&iOID=7](http://www.governor.ca.gov/state/govsite/gov_htmldisplay.jsp?BV_SessionID=@@@@&BV_EngineID=cccfaddgjgkcfngcfkmdffidfnf.0&iOID=7)

[3140&sTitle=Governor+Schwarzenegger+Calls+on+Federal+Government+to+Allow+Consumers+to+Safely+Import+Prescription+Drugs&sFilePath=/govsite/press_release/2006](http://www.governor.ca.gov/state/govsite/gov_htmldisplay.jsp?BV_SessionID=@@@@&BV_EngineID=cccfaddgjgkcfngcfkmdffidfnf.0&iOID=7)

[_01/20060102_GAAS00306_Perscription_Drugs.html&sCatTitle=Press+Release](http://www.governor.ca.gov/state/govsite/gov_htmldisplay.jsp?BV_SessionID=@@@@&BV_EngineID=cccfaddgjgkcfngcfkmdffidfnf.0&iOID=7)

[_01/20060102_GAAS00306_Perscription_Drugs.html&sCatTitle=Press+Release](http://www.governor.ca.gov/state/govsite/gov_htmldisplay.jsp?BV_SessionID=@@@@&BV_EngineID=cccfaddgjgkcfngcfkmdffidfnf.0&iOID=7)

FDA information on imported and counterfeit drugs: <http://www.fda.gov/importeddrugs/>

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Safety and Economic Risks Outweigh Benefits

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"While we respect and applaud the governor's efforts to come up with ways to improve health care access, the importation of pharmaceutical products from foreign countries is not the simple answer it seems," said Jack Lief, chairman of the board of BIOCOM and president and CEO of Arena Pharmaceuticals, a biotech company located in San Diego. "Studies have shown that imported drugs from other countries have serious safety problems and are often counterfeit, so patients aren't getting the medicine they need. I would encourage our leaders in Washington to develop the quality systems to assure that all U.S. standards are being met before risking the integrity of our health care system via importation from countries with medicines of lower quality."

Recent investigative operations from the U.S. Food and Drug Administration have found that imported drugs from foreign countries often come from different locations than can be counterfeit, super or sub potent, or improperly labeled, meaning patients are at risk every time they take a medicine that is supposed to make them better, said Peter Pitts, senior fellow for health care studies at the Pacific Research Institute and former FDA Associate Commissioner for External Relations.

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