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July 5, 2012

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VIA FEDERAL EXPRESS

Stephen Gardner, Esq. Director of Litigation Center for Science in the Public Interest The Meadows Building 5646 Milton Street, Suite 211 Dallas, TX 75206

Re: Centrum Dietary Supplements

Dear Steve:

This letter memorializes the agreement between Pfizer Consumer Healthcare ("Pfizer") and the Center for Science in the Public Interest ("CSPI") regarding Centrum dietary supplements, including those changes that Pfizer has agreed to make in the labeling and advertising for some of those products. In consideration of Pfizer's agreement to make these changes, CSPI has agreed to withdraw its April 7, 2011, notice of intent to sue letter to Pfizer and will not pursue litigation regarding Centrum dietary supplements as currently labeled and advertised, provided that Pfizer implements the changes described below:

1. Pfizer will discontinue use of the "breast health" and "colon health" claims for Centrum dietary supplements. These claims will be removed from websites maintained by Pfizer and from product advertising within 30 days of the date of this letter. The claims will be removed from product labels and labeling as supplies of existing packages are depleted, but no later than January 5, 2013.

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- 2. On the label for Centrum dietary supplements (and in advertising¹ for those products, including on U.S. websites maintained by Pfizer) that bear a claim related to "heart health," Pfizer will add the following statement: "Not a replacement for cholesterol-lowering drugs." Specifically, on Centrum outer packages that bear a heart health claim on a panel that rises from the rear of the top panel of the box (see attachment A), the statement will appear on the top panel of the outer box (the panel perpendicular to the panel that bears the heart health claim) in type size no smaller than one-half the size of the "heart health" statement and in no case less than 6 point font. On Centrum packages bearing a heart health claim but which do not have an outer box with a raised rear panel, the statement will appear on the information panel of the product label adjacent to and with equal prominence as the DSHEA disclosure, except that the statement need not appear in a hairline box. The placement of the statement on those product packages will be signaled to the consumer by the use of a symbol adjacent to the heart health claim.
- 3. For Centrum dietary supplements that bear an energy claim (and a formulation that is substantially identical to the current formulation), Pfizer will add language to the label and advertising to make clearer that the product does not directly provide energy or an energy "boost," but rather helps energy. Centrum dietary supplements support energy through metabolic function.

As you know from our discussions, Pfizer denies CSPI's allegations and the changes Pfizer has agreed to make do not constitute an admission. Pfizer is committed to maintaining a leadership position with regard to scientific support for the claims it makes for Centrum dietary supplements.

¹ The term "advertising" includes all forms of marketing in all forms of media and venues, including without limitation: print advertisements, television and radio commercials.

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Pfizer is pleased to have worked collaboratively with CSPI to resolve this matter. Please countersign this letter to confirm CSPI's agreement to resolve this matter as described in this letter and specifically not to sue Pfizer regarding Centrum dietary supplements as currently labeled and advertised, provided that Pfizer implements the changes described in this letter. We will have a representative of Pfizer countersign the letter as well.

Sincerely yours,

Huart m. Cape

Stuart M. Pape

Agreed to and Accepted: **CSPI**

By:____

Stephen Gardner Director of Litigation Agreed to and Accepted: Wyeth LLC

Bv:

Brian C. Groves Vice President &

Chief Marketing Officer

Pfizer Consumer Healthcare



