



Pfizer Acquires Alacer Corp., a Leading Vitamin Supplements Company

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Maker of Emergen-C®, #1 U.S. Vitamin C brand, expands Pfizer's vitamin and dietary supplement business

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(BUSINESS WIRE)--Pfizer Inc. (NYSE:PFE) today announced the acquisition of privately-held Alacer Corp., the maker and distributor of Emergen-C products, the largest selling branded Vitamin C line in the United States.

Based in Foothill Ranch, California, Alacer is well-known among health-conscious consumers as a provider of Vitamin C supplement products. It produces almost 500 million packets of Emergen-C annually, and its products are sold in health food stores, supermarkets, drug stores, mass merchandisers and club stores nationwide.

"We are very pleased that the Emergen-C family of products will become part of Pfizer's portfolio. We expect that our global network and deep expertise in dietary supplements combined with our desire to provide consumers with high-quality products will make Emergen-C more accessible than it has ever been before," said Paul Sturman, President of Pfizer Consumer Healthcare. "Emergen-C products add to and greatly complement our market-leading dietary supplement portfolio."

Emergen-C is an effervescent, powdered drink mix vitamin supplement that supports active and healthy lifestyles. Available in more than 15 flavors, each of the seven lines of Emergen-C is packed with nutrients, Vitamins C and B, electrolytes and antioxidants. Specialty formulations include Emergen-C Kidz® designed specifically for children, and

specialty formulas that support specific health needs such as joint health and heart health.

“Today marks the beginning of an exciting new chapter for Alacer and the Emergen-C health and wellness brand. It is a unique opportunity to join one of the world’s top performing consumer health care businesses,” said Ron Fugate, President and CEO of Alacer. “By becoming part of Pfizer, we can access the resources and reach that will help us support healthy, active lifestyles across the globe.”

Financial terms of the transaction were not disclosed. Lazard acted as financial advisor to Pfizer, and DLA Piper LLP (U.S.) acted as legal advisor to Pfizer, in connection with the acquisition. Houlihan Lokey acted as financial advisor to the owners of Alacer Corp., and Rutan & Tucker LLP acted as legal advisor to the owners of Alacer Corp., in connection with the transaction.

Pfizer Inc.: Working together for a healthier world™

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world’s best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world’s leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at www.pfizer.com.

DISCLOSURE NOTICE: The information contained in this release is as of February 27, 2012. Pfizer assumes no obligation to update forward-looking statements contained in this release as a result of new information or future events or developments. This release contains forward-looking information that involves substantial risks and uncertainties about Pfizer’s acquisition of Alacer Corp., including the expected increased availability of Alacer’s Emergen-C products following the acquisition. Such risks and uncertainties include, among other things, the ability to introduce Alacer’s products into existing Pfizer Consumer Healthcare markets; competitive developments; and general industry,

business, market, economic, political and regulatory conditions. A further list and description of risks and uncertainties can be found in Pfizer's Annual Report on Form 10-K for the fiscal year ended December 31, 2010 and in its reports on Form 10-Q and Form 8-K.

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