



Pfizer To Present More Than 40 Abstracts On Pre-Clinical, Clinical And Outcomes Research At Alzheimer's Association International Conference On Alzheimer's Disease

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Early Stage Research Illustrates Strategy of Targeting Multiple Alzheimer's Disease Pathways

"The worldwide societal costs of dementia: Estimates for 2009."

(BUSINESS WIRE)--Pfizer Inc. (NYSE: PFE) will present new data on its investigational compounds targeting various aspects of Alzheimer's disease (AD), a complex degenerative brain disorder. New findings on the role of comorbidities, the burden of care and costs associated with AD, also will be discussed.

These data, some in collaboration with our partners, will be presented at the Alzheimer's Association International Conference on Alzheimer's Disease 2010 (ICAD 2010) in Honolulu, July 10-15.

"Biomedical research and development is very risky; for every new medicine that makes it to market, thousands must be screened in discovery. For a complex condition such as Alzheimer's disease, which has multiple factors contributing to its onset and progression, the challenges are even greater," said Steve Romano, vice president, medical affairs head, Pfizer Primary Care Business Unit. "The breadth of data being presented at ICAD 2010 highlights Pfizer's strategic approach to the discovery and development of potential new medicines as it underscores our effort to focus on a range of promising pathological

targets. We are committed to advancing the science of AD, with the ultimate goal of delivering innovative and meaningful new treatment options to patients.”

The compounds in Pfizer’s pipeline target many of the pathways thought to be implicated in Alzheimer’s disease. The data that will be presented at ICAD 2010 focus on several of these approaches, including:

A β Passive Immunotherapy: The most prominent theory currently is the beta amyloid (A β) hypothesis, which is based on evidence that the accumulation of A β , a toxic protein, is a defining characteristic of AD. It is believed that reducing brain A β accumulation by inhibiting the production of A β and/or removing A β from the brain may slow the progression of the disease. In passive immunotherapy, monoclonal antibodies are directed against A β facilitating removal of A β and thus reducing its accumulation in the brain.

Pfizer, together with Janssen Alzheimer Immunotherapy, its collaborator on the Alzheimer’s Immunotherapy Program, is presenting a new exploratory analysis of pooled data from two Phase II studies on an investigational monoclonal antibody therapy. Pfizer also is presenting several Phase I studies on another investigational monoclonal antibody therapy.

PDE Inhibition: The PDE enzyme family is thought to play a role in influencing synapse communication and stability, which is compromised in Alzheimer’s disease. Regulating the actions of these enzymes may potentially improve information processing, attention, memory and executive functioning.

Pfizer will give an oral presentation at ICAD 2010 from a Phase I study exploring the safety and pharmacokinetics of a small molecule targeting a specific member of the PDE family in healthy volunteers.

5-HT₆ receptor antagonism: Research has suggested that 5-HT₆ receptors are located abundantly in brain regions associated with cognition. 5-HT₆ receptor antagonism may modulate multiple neurotransmitter systems that potentially impact signaling and increase structural plasticity, effects that may enhance cognition.

Pfizer is presenting four posters on two 5-HT₆ receptor antagonists, including Phase I and preliminary Phase II data.

Burden of Disease and Diagnostic Improvements: Findings also will be presented by the Pfizer and Janssen Alzheimer Immunotherapy collaboration on the risk of comorbid

conditions, such as seizures, stroke and Type 2 diabetes, for patients with AD; the burden of care and costs associated with AD for patients and caregivers; and attempts to improve diagnostics.

For further information on data being presented at ICAD 2010 or Pfizer's other activities at the conference, or to arrange interviews before or during the meeting, please contact Mackay Jameson at 212-733-2324 or mackay.jimeson@pfizer.com.

About Alzheimer's Disease

Alzheimer's disease (AD), the most common form of dementia, is a progressive, degenerative brain disease that gradually destroys a person's memory and ability to learn, reason, make judgments, communicate and carry out daily activities. As AD progresses, individuals may also experience changes in personality and behavior, such as anxiety, agitation, delusions or hallucinations.

AD and other dementias currently affect an estimated 35.6 million people worldwide, a number that is expected to double every 20 years, to 65.7 million in 2030. ¹ In the United States alone, the disease is so prevalent that every 70 seconds someone is diagnosed with AD.² AD not only places a tremendous burden on patients, but also on those caring for them, and global healthcare systems. The total worldwide societal cost for AD and other dementias is estimated at \$422 billion in 2009, with U.S. specific costs estimated at \$97 billion.³

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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 July 8, 2010. Pfizer assumes no obligation to update any forward-looking statements contained in this release as the result of new information or future events or developments.

1 Alzheimer's Disease International. "The prevalence of dementia worldwide." Available at files\pressrelease_assets\pdf\prevalence1.pdf. Accessed on May 31, 2010.

2 Alzheimer's Association. "Facts and Figures 2010." Available at http://www.alz.org/national/documents/report_alzfactsfigures2010.pdf. Accessed on May 31, 2010.

3 Wimo, A et al. "The worldwide societal costs of dementia: Estimates for 2009." Alzheimer's & Dementia. 2010; Vol. 6; 98-103.

This release contains forward-looking information about various products in development for Alzheimer's disease, including their potential benefits, that involves substantial risks and uncertainties. Such risks and uncertainties include, among other things, the uncertainties inherent in research and development; decisions by regulatory authorities regarding whether and when to approve any drug applications that may be filed for any such products in development as well as their decisions regarding labeling and other matters that could affect their availability or commercial potential; and competitive developments.

A further description of risks and uncertainties can be found in Pfizer's Annual Report on Form 10-K for the fiscal year ended December 31, 2009 and in its reports on Form 10-Q and Form 8-K.

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