



Pfizer Recognized By CIO Magazine As One Of The CIO 100 Award Honorees

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First Pharmaceutical Company to Introduce Global eCard Program for Loyalty Program and Patient Services

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(BUSINESS WIRE)--Pfizer Inc. today announced that it has received the 2011 CIO 100 award presented by CIO magazine. The 24th annual award program recognizes organizations around the world that exemplify the highest level of operational and strategic excellence in information technology (IT). "This year's CIO 100 awards draws well-deserved attention to companies that are not only innovating with IT but creating genuine business value as well," said Maryfran Johnson, editor in chief of CIO magazine & Events. "These winning companies and their IT organizations are an inspiration to businesses everywhere."

Pfizer was recognized for its global eCard program, a platform of services, business process and technology that enables the Company to meet the diverse medical needs of patients in the emerging markets in an innovative, socially responsible and commercially viable manner. Through the use of point of sale terminals, magnetic stripe card technology, similar to credit cards, SMS technology and a web-based platform, the eCard is a fully integrated customer outreach program that can be localized and adapted to meet the needs of individual markets and customers around the world.

"The eCard program utilizes a modular technology platform that provides front-end flexibility to address specific customer needs and opportunities," said Jeff Keisling, senior vice president and chief information officer. "The flexibility of the front-end is complemented by a robust business intelligence platform and business rules engine to

support global scalability.”

Patients are enrolled in the eCard program by their healthcare professional. The eCard offers discounts on the retail price of Pfizer medicines, and enables patients to enroll in patient support programs which aim to increase adherence to therapy and appropriate use of medicine.

“eCard allows Pfizer to extend the accessibility of high-value Pfizer medicines to customers through discounts and loyalty programs, and reach customers who in the past could not afford these medicines,” said David Simmons, president and general manager, Emerging Markets and Established Products. “This is especially impactful in the emerging markets where patients often have to pay out of pocket for their own medicines. Through this program, Pfizer also partners with governments to help manage chronic diseases that dramatically impact their budgets.”

The 2011 CIO 100 awards will be presented at The Broadmoor in Colorado Springs, Colorado on August 14-16 at the conclusion of the sixteenth annual CIO 100 Symposium® and Awards Ceremony.

About the CIO 100

The recipients of this year's CIO 100 award were selected through a three-step process. First, companies filled out an online application form detailing their innovative IT and business initiatives. Next, a team of judges reviewed the applications in depth, looking for unique practices and substantial results. Finally, CIO editors reviewed the judges' recommendations and voted on the final 100.

Complete coverage of the 2011 CIO 100 awards will be online at www.cio.com on August 1, 2011 and in the August 1 issue of CIO magazine.

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.

About CIO Magazine

CIO produces award-winning content and community resources for information technology executives and leaders thriving and prospering in this fast-paced era of business, as well as create opportunities for information technology and consumer marketers to reach them. The CIO portfolio includes CIO.com, CIO magazine (launched in 1987), CIO Executive Programs and the CIO Executive Council. CIO properties provide business technology leaders with analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals. The U.S. edition of the magazine and website are recipients of more than 200 awards to date, including the American Society of Business Publication Editor's Top B-to-B Magazine since 2000 and two Grand Neals from the Jesse H. Neal National Business Journalism Awards. CIO websites and printed publications appear in more than 25 countries, including Australia, Canada, Finland, India and Sweden. CIO Executive Programs—a series of face-to-face conferences including the CIO 100 Awards & Symposium™—provide educational and networking opportunities for pre-qualified corporate and government leaders. The CIO Executive Council is a professional organization of CIOs created to serve as an unbiased and trusted peer advisory group. CIO is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

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