



First OTC Ibuprofen Treatment for Migraine Headache Pain Hits Store Shelves; Motrin Migraine Pain from McNeil Consumer Healthcare Provides Aspirin-free, Caffeine-free Choice for Consumers

FORT WASHINGTON, Pa.--May 1, 2000--McNeil Consumer Healthcare today announced the national introduction of Motrin[®] Migraine Pain, the first over-the-counter (OTC) ibuprofen product in the rapidly growing OTC migraine category. Motrin Migraine Pain was approved by the U.S. Food and Drug Administration (FDA) on February 25, 2000, and is the newest addition to the Motrin franchise of products.

Motrin Migraine Pain contains no aspirin or caffeine, making it an attractive treatment option for migraine sufferers - many of whom combine medication with rest to alleviate the condition's debilitating effects. In fact, migraines cost the United States more than 81.2 million lost workdays each year - at a price ranging as high as \$17.2 billion.

"Motrin Migraine Pain offers the more than 26 million migraine sufferers in the United States a new weapon in their treatment arsenal," said William McComb, vice president of marketing and sales, McNeil Consumer Healthcare, a member of the Johnson & Johnson family of companies. "And, we're pleased to be the first to offer an over-the-counter ibuprofen treatment for migraine headache pain."

The introduction of Motrin Migraine Pain kicks off new Motrin franchise advertising developed by Lowe Lintas & Partners with the tagline, "For people who don't fool around with pain." Network television spots will begin appearing on May 3, with print advertisements following in the July issues of consumer magazines and professional medical journals.

Launch public relations initiatives feature actress Laura Leighton, who is featured in the independent film, *Seven Girlfriends*. Leighton and renowned headache expert, Seymour Diamond, MD, director of the Diamond Headache Clinic and founder of the National Headache Foundation, are speaking out to raise awareness of migraine.

To help severe headache sufferers determine whether their headaches may be migraines, Motrin's marketing team worked with Dr. Diamond to develop a self-assessment tool. Through direct marketing efforts, this tool, along with a Migraine Management Kit - featuring a "trigger" diary, a brochure called *Living with Migraine: Ways to Take Control* and a key chain with a built-in medication holder - is available to consumers who call 1-877/9MIGRAINE (1-877-964-4724) toll-free or log onto www.motrin.com.

About Motrin

Motrin entered the U.S. market in 1974 as the first ibuprofen-containing product. Ibuprofen switched to OTC status in 1984. McNeil has expanded the franchise since acquiring it from Pharmacia & Upjohn in 1997, and now markets Children's Motrin[®] Liquid Suspension, the first OTC pediatric ibuprofen product, as well as other Children's Motrin[®] dosage forms, Adult Motrin[®] IB, Motrin[®] Sinus Headache and Motrin[®] Cold & Flu.

About Motrin Migraine Pain

"As the first over-the-counter treatment for migraine headache pain to contain no aspirin and no caffeine, Motrin Migraine Pain provides an alternative for many sufferers who previously could not rely on over-the-counter migraine treatments," explained Joseph Codispoti, MD, senior director of clinical development, McNeil Consumer Healthcare.

Motrin Migraine Pain caplets each contain 200 mg of ibuprofen and are specifically indicated to treat pain of migraine headaches in adults 18 years of age and older.

Ibuprofen, the active ingredient in Motrin Migraine Pain, was studied in single 200 mg and 400 mg doses in two randomized, double-blind placebo controlled clinical trials involving nearly 1,500 patients. In both trials, patients achieved pain relief over the interval from two through six hours after dosing that was considered statistically significant when compared with placebo.

McNeil Consumer Healthcare, headquartered in Fort Washington, Pa., is a member of the Johnson & Johnson (NYSE:JNJ) family of companies. McNeil's OTC pain reliever franchise is one of the most extensive and comprehensive of any company in the world, with its Motrin[®] and Tylenol[®] brands.

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