



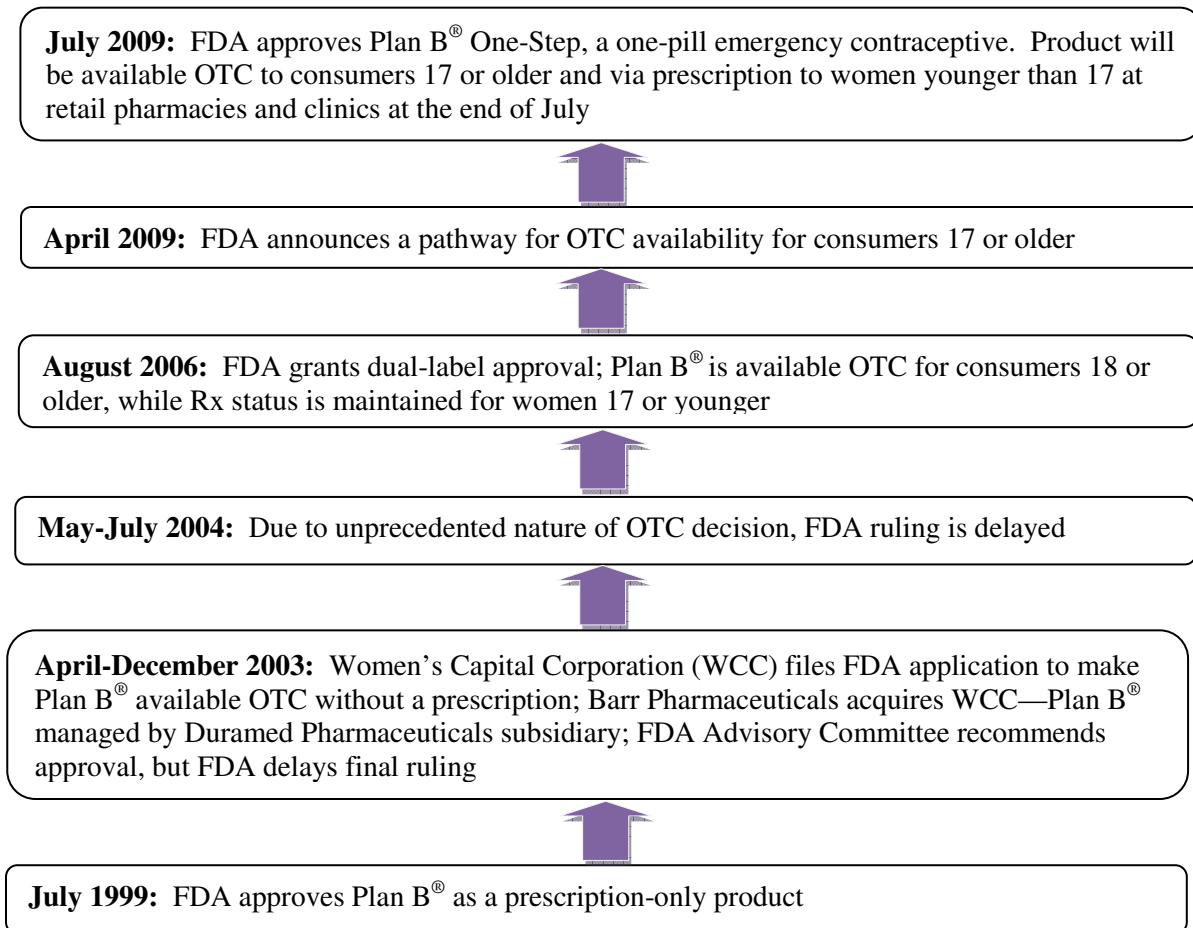
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Plan B®: Still Making History

For the past decade, Plan B® has significantly impacted millions of women's lives by reducing the chance of an unplanned pregnancy following unprotected sex or contraceptive failure. Now, Plan B® makes history again with the introduction of Plan B® One-Step (levonorgestrel tablet, 1.5 mg), an innovative one-pill emergency contraceptive that can help prevent an unintended pregnancy in just one dose.

Following is a review of key milestones and other twists and turns in the product's path:



-more-

Plan B[®] Timeline/2

About Teva

Teva Pharmaceutical Industries Ltd., headquartered in Israel, is among the top 20 pharmaceutical companies in the world and is the world's leading generic pharmaceutical company. The Company develops, manufactures and markets generic and innovative human pharmaceuticals and active pharmaceutical ingredients, as well as animal health pharmaceutical products. Over 80 percent of Teva's sales are in North America and Europe.

Important Safety Information

PLAN B[®] ONE-STEP IS INTENDED TO PREVENT PREGNANCY AFTER KNOWN OR SUSPECTED CONTRACEPTIVE FAILURE OR UNPROTECTED INTERCOURSE.

Plan B[®] One-Step isn't effective if you're already pregnant, and it won't terminate an existing pregnancy. Plan B[®] One-Step doesn't protect against HIV and other sexually transmitted diseases (STDs). Side effects may include changes in your period, nausea, lower abdominal pain, fatigue, headache, dizziness, and breast tenderness. If your period is more than a week late, you may be pregnant. If you have severe abdominal pain, you may have an ectopic pregnancy, and should get immediate medical help. Please see full product information enclosed. Important safety information is also available on www.PlanBOneStep.com, by calling 1-800-330-1271, or by speaking to your pharmacist. You are encouraged to report negative side effects of prescription drugs to the FDA at fda.gov/medwatch or call 1-800-FDA-1088.

Plan B[®] One-Step is a registered trademark of Women's Capital Corporation, a subsidiary of Duramed Pharmaceuticals, Inc.

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