



WWMR Releases US Neuropathic Pain Supplemental Report

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FOR IMMEDIATE RELEASE

SAN FRANCISCO, July 11, 2005/PRNewswire/ – WWMR, Inc. has released the supplement to the 2004 edition of the highly regarded series of US Neuropathic Pain reports, which examines the effects of the entry of generic competition on Neurontin in the anticonvulsant market for Neuropathic Pain. Key events leading up to and surrounding the launch of the gabapentin generics, as well as Pfizer's efforts to bring a follow-on-to-Neurontin brand, Lyrica (pregabalin), into the market are detailed. Pfizer has sustained significant losses in Neurontin sales and prescription volume with the entry of generic gabapentin competition.

The U.S. market for drug treatment of major neuropathic pain conditions is currently valued at \$741 million, according to US Neuropathic Pain. Accelerated neuropathic pain market growth over the past two years has been driven largely by the approval of Neurontin's first neuropathic pain indication in the U.S., post-herpetic neuralgia.

The expanded label has increased use for post-herpetic neuralgia as well as additional, off-label use in other neuropathic pain indications such as diabetic neuropathy, spurring significant neuropathic pain sales growth.

While near-term future market growth will be dampened by the launch of generic gabapentin (led by IVAX in August 2004), the neuropathic pain launches of a number of new products – including Lilly's Cymbalta (duloxetine), approved for diabetic neuropathy in September 2004, and Lyrica (pregabalin), Pfizer's follow-on to Neurontin – will support growth at an annual rate of 17% through 2014.

The overall neuropathic pain market is expected to reach \$3.5 billion in ten years, with robust growth fueled by a significant level of unmet need for effective treatments, as well as a patient population expected to grow to more than 3 million by 2014.

Worldwide, approximately 50 agents are in active clinical trials for the treatment of neuropathic pain. Promising new neuropathic pain treatments currently in late-phase clinical development for neuropathic pain include calcium channel antagonists pregabalin (Pfizer) and ziconotide (Elan Pharmaceuticals); sodium channel antagonists topiramate (J&J / Ortho-McNeil Pharmaceutical), mexiletine (Boehringer Ingelheim), and oxcarbazepine (Novartis / Kissei); glutamate / NMDA antagonists memantine (Neurobiological Technologies / Merz) and lamotrigine (GlaxoSmithKline / Bristol-Myers Squibb); cyclo-oxygenase inhibitors meloxicam (Boehringer Ingelheim / Bristol-Myers Squibb / Abbott Laboratories) and lornoxicam (Roche / Nycomed Pharma); cannabinoid receptor agonist THC:CBD (GW Pharmaceuticals / Bayer AG); neuromuscular blocking agent botulinum toxin A (Allergan); and alpha adrenoceptor agonist clonidine gel (Curatek Pharmaceuticals).

Early-phase products are also described in the full report.

U.S. Neuropathic Pain is a recently released report from EP Publications, a service of WWMR (Worldwide Marketing Research), Inc., <http://www.WWMR.com>, forecasting the value of the U.S. Neuropathic Pain market by drug class and indication. Indications include:

Neuropathic Back Pain
Diabetic Neuropathy
Complex Regional Pain Syndrome
HIV / AIDS Neuropathy
Post-Herpetic Neuralgia
Phantom Limb Pain
Spinal Cord Injury
Trigeminal Neuralgia

ADDITIONAL REPORTS BY WWMR, INC. INCLUDE:

- European Neuropathic Pain
- Worldwide Peripheral Neuropathy
- Pancreatic Cancer
- Brand Erosion by Generics
- Rx Brand Erosion by OTC Switches

ABOUT WWMR, INC. (WORLDWIDE MARKETING RESEARCH):

A highly-regarded marketing research and strategic consulting firm with global capabilities. Since 1994, WWMR has provided more than 1000 insightful, proprietary studies to pharmaceutical, biotech, medical device, and diagnostics companies worldwide. Using primary and secondary research methodologies, WWMR provides insights on current and emerging markets using their expertise in product and technology assessments, forecast modeling, epidemiology projections, product launch monitoring (pre- and post-), primary marketing research and medical economic analyses.

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