

Media Alert

For Immediate Release

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New Office-Based Treatment for Prescription Drug and Heroin Addiction

-- Physician available to discuss relevance to Dr. Gary Malakoff of successful opioid treatment --

Richmond, VA, 7 July 2004 – Each year, millions of ordinary Americans who are appropriately treated for pain become dependent on prescription painkillers and other similar opioid drugs. Dependence on prescription opioid medication is as damaging as addiction to heroin, and can destroy lives and families. Opioid dependence is a chronic neurological disease.

Current revelations that Dr. Gary Malakoff, formerly Vice President Richard Cheney's personal doctor, has been dropped from Mr. Cheney's medical team due to Dr. Malakoff's dependence on opioid painkillers dramatically illustrates that this devastating disease can strike anyone, in any demographic group.

There is now a new treatment option that allows any certified physician to treat patients in the privacy of his or her office. The drug is called Suboxone® (buprenorphine). Following a patient's detoxification and initiation onto the therapy, the doctor can prescribe Suboxone for the patient to take at home, just as would be the case for any other chronic disease (diabetes, heart disease, cancer, etc.). This revolutionary medication allows patients to control their addiction so that they can regain control of their lives.

Part of the story about painkiller addiction should involve available medical therapies. If you would like to interview a prominent physician about treating opioid dependence with Suboxone, please call to arrange an interview.

Suboxone is a registered trademark of Reckitt Benckiser Pharmaceuticals Inc.