

FOR IMMEDIATE RELEASE

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Introducing *Addiction411*: Online Tool to Educate the *MySpace* Generation about Opioid Addiction

- Pharmaceutical company partners with leading Internet community to support people seeking information about dependence on opioid prescription painkillers and heroin -

Richmond, VA (13 August 2007) – Reckitt Benckiser Pharmaceuticals, Inc. announces the launch of *Addiction411*, the first-ever *MySpace* disease information Website developed to educate the public about dependence on opioids. Opioids include commonly prescribed painkillers such as oxycodone, hydrocodone, morphine, and methadone as well as heroin.

Addiction411 offers user-friendly information on:

- The dangers of misusing opioids and the red flags that may help identify addiction
- How recreational drug use can lead to addiction
- An interactive online addiction-identifier questionnaire
- Opioid addiction treatment options
- A physician locator to help people seeking office-based treatment for opioid dependence
- Other resources to find information and treatment.

“We are proud to be the first pharmaceutical company to partner with *MySpace* to provide their members with vital healthcare information,” said Shaun Thaxter, president of Reckitt Benckiser Pharmaceuticals Inc., marketers of Suboxone. “Dependence on opioid painkillers and heroin is a major public health crisis, and the rise of *MySpace* as a leading online community makes it an ideal way to share important information about this hidden epidemic. Our hope is that providing the *MySpace* generation information on opioid dependence will help prevent them from becoming dependent, or will allow them to find appropriate medical help for themselves, their friends, or their families.”

In recent years, young people aged 16-25 have experienced a drastic increase in misuse of opioids, particularly prescription painkillers. Some six million Americans in all age groups, walks of life, and income brackets either misuse opioid painkillers or abuse heroin. Opioid dependence is recognized as a chronic brain disease by the World Health Organization and the National Institute for Drug Abuse.

Addiction411 is the first time that *MySpace* members will have direct access to information about this increasingly prevalent disease and practical guidance on how to find treatment. In the case of opioid dependence and addiction, many people’s reluctance to speak openly about their disease is a huge self-imposed barrier to finding treatment.

The endorsement of the *MySpace* community of *Addiction411* can help solve this problem and will serve as a model for future health-related information.

Visit www.myspace.com/addiction411 if you or someone you know would like to access *Addiction411*.

About Suboxone® Treatment for Opioid Dependence

Suboxone® (buprenorphine HCl/naloxone HCl dihydrate) C-III Sublingual Tablets and Subutex® (buprenorphine HCl) C-III Sublingual Tablets are the only FDA-approved controlled medicines that can be prescribed by doctors in their offices and with take-home prescriptions, under special legislation. After opioid-dependent patients are initially inducted onto Suboxone® or Subutex®, the medicine is prescribed in an office-based setting by certified doctors with monthly take-home prescriptions. Treatment with buprenorphine is attractive to many patients because of the privacy and convenience that office-based treatment offers.

Buprenorphine is a *partial* opioid agonist, which allows it to be used to treat opioid dependence for two critical reasons: first, it acts on the brain in a way similar to full opioid agonists (prescription opioid painkillers, heroin or methadone) to largely or entirely prevent cravings and withdrawal; and second, because it is a *partial* opioid agonist, it does not excite the same level of opioid-induced brain activity as full agonists do, and thus does not produce the maximal euphoric effect of a full agonist.

Buprenorphine is sold under the brand names Suboxone® and Subutex® by Reckitt Benckiser Pharmaceuticals, Inc.

Resources for Opioid Dependence and Its Treatment

Individuals who need more information about opioid dependence and its treatment, either for themselves or for someone they are concerned about, have several options.

Educational materials on opioid dependence are available to answer questions about this often-misunderstood disease and the treatments that are available for it. To receive a free educational Resource Kit on these topics, visit **TurnToHelp.com** or call **1-866-455-TURN**, both provided by Reckitt Benckiser Pharmaceuticals, Inc.

Additionally, the non-profit patient advocacy group NAABT – National Alliance of Advocates for Buprenorphine Treatment – is dedicated to helping educate the public on opioid dependence and treatment in a private doctor's office. NAABT offers a confidential nationwide matching service to pair individuals seeking buprenorphine treatment with available area physicians; visit **naabt.org**. SAMHSA's Web site also provides a physician locator and other valuable information at **buprenorphine.samhsa.gov**.

About Reckitt Benckiser Pharmaceuticals Inc.

Reckitt Benckiser Pharmaceuticals Inc. is a specialty pharmaceutical company that markets Suboxone® (buprenorphine HCl/naloxone HCl dihydrate [2 mg/0.5 mg and 8 mg/2 mg]) C-III Sublingual Tablets and Subutex® (buprenorphine HCl [2 mg and 8 mg]) C-III Sublingual Tablets, formulations of buprenorphine used to treat opioid dependence

in a medical office-based setting. Suboxone and Subutex, manufactured by Reckitt Benckiser Healthcare Ltd., are the only controlled medications under the Drug Addiction Treatment Act of 2000 approved by the FDA for office-based treatment of opioid dependence. Reckitt Benckiser Pharmaceuticals Inc. is committed to expanding access to medical therapies for patients suffering from the chronic, relapsing brain disease of opioid dependence. For more information, visit **suboxone.com** or **opioiddependence.com**. Reckitt Benckiser Pharmaceuticals Inc. is a wholly owned subsidiary of Reckitt Benckiser PLC, a publicly traded UK firm.

Important Safety Information

SUBOXONE® (buprenorphine/naloxone sublingual tablets) is indicated for the treatment of opioid dependence. Buprenorphine, usually by the intravenous route, in combination with benzodiazepines or other CNS depressants has been associated with significant respiratory depression and death. SUBOXONE has potential for abuse and produces dependence of the opioid type with a milder withdrawal syndrome than full agonists. Cytolytic hepatitis and hepatitis with jaundice have been observed in the addicted population receiving buprenorphine. There are no adequate and well controlled studies of SUBOXONE (a Category C medication) in pregnancy. Caution should be exercised when driving cars or operating machinery. Always store buprenorphine containing medications safely and out of the reach of children and destroy any unused medication appropriately. The most commonly reported adverse events with SUBOXONE include headache (36%, placebo 22%), withdrawal syndrome (25%, placebo 37%), pain (22%, placebo 19%), nausea (15%, placebo 11%), insomnia (14%, placebo 16%), and sweating (14%, placebo 10%). Please see full prescribing information for a complete list.

Suboxone and Subutex are registered trademarks of Reckitt Benckiser Healthcare Ltd.

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