

MEDIA ADVISORY

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DEPO-PROVERA CLASS ACTION COMMENCED IN CANADA

LONDON, ONTARIO – Siskind, Cromarty, Ivey & Dowler^{LLP} launched a class action last week against Pfizer Canada Inc. and Pfizer Inc. regarding its contraceptive injection "Depo-Provera."

Depo-Provera was first approved for marketing and sale in Canada as a contraceptive in 1997. Since then, sales of Depo-Provera have been strong: last year alone approximately 625,000 prescriptions were written for Depo-Provera.

In June 2005 the boxed warnings in Canada were updated to reflect a "Dear Health Care Professional" letter issued by Pfizer on November 18, 2004. In part, that letter advised that:

As a result of new clinical studies, one with adults and one with adolescents, we now have clinical data regarding the use of Depo-Provera and its associated effect on bone mineral density (BMD). The data suggest that women who use Depo-Provera Contraceptive Injection may lose significant BMD. Bone loss is greater with increasing duration and may not be completely reversible.

The Statement of Claim alleges that Pfizer failed to adequately warn patients and physicians that Depo-Provera has been associated with an increased risk of significant bone mineral density loss, including a significantly increased risk of developing osteoporosis at a younger age.

It is too early at this stage to quantify the claims of potential class members, but it is anticipated that the amount is very significant. Any Canadians taking Depo-Provera are encouraged to visit www.classaction.ca or to call 1-800-461-6166.

Siskind, Cromarty, Ivey & Dowler^{LLP} is a full-service law firm with a thriving class action team, comprised of a group of seasoned and talented litigators with a substantial record of success for their clients.

For further information: Please contact Charles Wright at (519) 672-2121 (Ext. 211).