

Purdue Pharma Engages Giuliani Partners As External Advisor

Issues To Be Addressed Include Combating Abuse and Diversion Of Prescription Drugs and Systems Security

May 28, 2002, Stamford, CT. Purdue Pharma L.P. today announced that it is working with Giuliani Partners, LLC on various management initiatives including a program to combat prescription drug abuse and diversion. Since the commencement of this relationship four months ago, Giuliani Partners, LLC has been advising the company on a range of internal issues including solutions aimed at preventing prescription drug abuse while protecting patients' access to needed medicines.

Michael Friedman, Executive Vice President and Chief Operating Officer of Purdue Pharma, commented on the opportunity to work with Giuliani Partners: "Purdue faces a difficult challenge. How do we pursue our commitment to patients and the physicians who care for them while at the same time doing everything within our power to assure that the life-restoring medicines we produce are not diverted by criminals and used for non-medical purposes? Giuliani Partners is uniquely qualified to help us address that challenge.

The management experience, law enforcement background, leadership, and integrity of Giuliani Partners and its CEO Rudolph W. Giuliani are tremendous assets to our company."

Giuliani Partners Chairman and C.E.O. Rudolph W. Giuliani said, "There are tens of millions of Americans suffering from persistent pain. We must find a way to ensure access to appropriate prescription pain medications for those suffering from the debilitating effects of pain while working to prevent the abuse and diversion of these same vital medicines."

Mr. Giuliani added, "Purdue has demonstrated its commitment to fighting this problem in launching practical and novel solutions including the provision of tamper-resistant prescription pads to over 10,000 physicians and implementing its highly acclaimed 'Painfully Obvious' teen education program."

In consultation with Giuliani Partners, Purdue Pharma is developing the following solutions:

- Establishment of an early warning network to spot and stop prescription drug abuse trends. Working with Purdue Pharma, law enforcement and healthcare consultants, Giuliani Partners is providing assistance to enhance the RADARS[®] System which helps identify and quantify prescription drug abuse trends throughout the United States.
- Development and recommendation of a national standard for prescription monitoring programs.
- Education programs for healthcare and law enforcement professionals on diversion detection techniques.
- Development of programs to help prevent cross-border smuggling of controlled substances.
- Establishment of "The Rx Action Alliance," a coalition of leading healthcare, law enforcement and advocacy groups whose mission will be to increase public awareness of abuse and diversion while ensuring patient access to critical life-enhancing medicines.

Giuliani Partners Senior Vice President Bernard B. Kerik To Oversee Systems Security

Bernard B. Kerik, a Senior Vice President of Giuliani Partners and former New York City Police Commissioner, is working with Purdue Pharma on security measures to help ensure that the highest standards of inventory and supply chain control are in place at all company facilities. Mr. Kerik and the Giuliani Partners team have conducted security audits of Purdue Pharma's primary manufacturing facility and will continue to advise the company on maintaining standards of security and regulatory compliance in all their facilities, that will serve as a model for the industry.

About Purdue Pharma L.P.

Purdue Pharma L.P., headquartered in Stamford, CT, is a privately held pharmaceutical company known for its pioneering research on persistent pain. The company is engaged in the research, development, production, and

distribution of both prescription and over-the-counter medicines and hospital products. Additional information about Purdue can be found at www.purduepharma.com.

About Giuliani Partners, LLC

Giuliani Partners, LLC is an alliance of former New York City Mayor Rudolph W. Giuliani, a number of his senior executives, and Ernst & Young LLP, a global leader in professional services. With Mr. Giuliani as Chairman and CEO, the firm draws upon its experiences and expertise in innovative financial management, public safety, emergency preparedness and leadership during crises. This team includes New York City's former Police Commissioner Bernard Kerik, former Fire Commissioner Thomas Von Essen and former Director of the Office of Emergency Management Richard Sheirer. Coupled with the broad-based expertise and global resources of Ernst & Young in the areas of assurance, risk management, information security and financial restructuring, Giuliani Partners provides clients with a comprehensive set of solutions addressing critical concerns of major corporations today.

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