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New Guidelines Announce Lyrica® (pregabalin) Capsules CV as the Only "Level A" Treatment Recommended for Painful Diabetic Peripheral Neuropathy*

Guidelines Jointly Developed By the American Academy of Neurology, American Association of Neuromuscular & Electrodiagnostic Medicine and the American Academy of Physical Medicine and Rehabilitation

NEW YORK, New York – April 11, 2011 - Pfizer is proud that Lyrica® (pregabalin) capsules CV, which is an FDA approved treatment indicated for the management of neuropathic pain associated with diabetic peripheral neuropathy (DPN), has been recognized as an effective treatment for painful diabetic peripheral neuropathy (pDPN) based on consistent Class I evidence in the new treatment guidelines issued by three professional medical societies. Lyrica was the only treatment with a "Level A" recommendation, requiring at least two rigorous randomized controlled trials. The groups strongly recommend that any treatment should be assessed by a physician on a patient-by-patient basis.

"The guidelines are clear - based on consistent evidence, Lyrica is recognized as effective in lessening the pain of painful diabetic peripheral neuropathy and, if clinically appropriate, should be offered as a treatment for this debilitating and all-too-common condition," said Bruce Parsons, M.D., Ph.D., Senior Medical Director, Pfizer. "Given the difficulty of treating diabetic nerve pain and the impact it has on patients' day-to-day lives, these guidelines will be an important tool to help physicians better manage their patients living in pain."

About Painful Diabetic Peripheral Neuropathy (pDPN)

Painful diabetic peripheral neuropathy is a condition in which patients with diabetes suffer burning pain, pins and needles, or shooting pain in the feet and hands. The burden of pDPN is significant: one in five patients with diabetes experience this complication, and prevalence has grown as diabetes has skyrocketed. It can become extremely debilitating, with impact often including walking, enjoyment of life, sleep, normal work, mood, and general activity. It is frequently underreported and more frequently untreated. In fact, 58 percent of patients experiencing this complication are unaware it is being caused by their diabetes. Guidelines outlining evidence and recommendations for treatment options are an important tool to aid in the management of this debilitating condition.

About Lyrica

LYRICA is an FDA approved treatment indicated for the management of neuropathic pain associated with diabetic peripheral neuropathy (DPN), management of post herpetic neuralgia (PHN), as adjunctive therapy for adult patients with partial onset seizures, and management of fibromyalgia. LYRICA may cause serious, even life threatening, allergic reactions. Stop taking LYRICA and call your doctor right away if you have any signs of a serious allergic reaction. Some signs are swelling of the face, mouth, lips, gums, tongue, throat or neck or if you have any trouble breathing, or have a rash, hives or blisters. Some of the most common side effects of LYRICA are dizziness, blurry vision, weight gain, sleepiness, trouble concentrating, swelling of your hands and feet, dry mouth, and feeling "high". If you have diabetes, tell your doctor about any skin sores. See Lyrica Full Prescribing Information and Medication Guide available at http://www.pfizer.com/files/products/uspi_lyrica.pdf.

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* The guidelines, based on a robust, systematic review of nearly 50 years of scientific literature, conclude Lyrica "is established as effective and, if clinically appropriate, should be offered for the treatment of painful diabetic neuropathy (Level A)." The guidelines note several other treatments are "probably effective and should be considered for the treatment of painful diabetic neuropathy (Level B)."