

MEDIA RELEASE

Champix/Chantix – Canadian Class Action

Toronto – December 19, 2008

Toronto law firm McPhadden Samac Merner Tuovi announced today that it had commenced a proposed class action against Pfizer, Inc. and Pfizer Canada relative to the smoking cessation drug Champix. Champix is known in the United States as Chantix.

The Champix claim involves people who took the drug to quit smoking and allegedly developed psychological side effects that in some cases included attempted suicide. It is alleged that Pfizer failed to warn the public about the potential of these adverse effects.

More particularly, it is alleged that Pfizer did not include in its study groups susceptible individuals with existing mental health issues even though Pfizer knew or should have known about the potential side effects.

The plaintiff is Ken Parker of Burlington, Ontario. Mr. Parker says he began to suffer from suicidal ideation for the first time in his life after taking Champix. Mr. Parker says he was not aware beforehand that Champix might have this effect on him.

The claim is on behalf of all residents of Canada who allege that they took Champix before Pfizer started adequately warning of the drug's potential dangers.

The amount claimed is \$150 million.

Zoran Samac, one of Mr. Parker's lawyers, said "Pharmaceutical companies owe a duty to warn the public of the potential dangers of their drugs so that it is possible to properly weigh the risks before taking those drugs".

-30-

Contact:

Bryan McPhadden	(416) 601-1020	bmcphadden@msmt.ca
Zoran Samac	(416) 363-1595	zsamac@msmt.ca