

From: Sheila X Hood/FPL/Pharms/SB_PLC
To: SallyL@stimedinfo.com
CC: HOLLY_WHITE@nyc.cohnwolfe.com
Subject: RE: Publication date for Paroxetine Adolescent Depression study (PAR 329)
Date: 03/05/2001 17:00:01 (GMT-05:00)

Hi Sally

Would you please provide both myself and Holly White at Cohn and Wolfe copies of the proofs.

Thanks in advance

Cheers Sheila

----- Forwarded by Sheila X Hood/FPL/Pharms/SB_PLC on 03/05/2001 04:57 PM ----

HOLLY_WHITE%Exchange@yr.com on 03/05/2001 11:41:51 AM
To: Sheila X Hood/FPL/Pharms/SB_PLC@SB
cc:

Subject: RE: Publication date for Paroxetine Adolescent Depression study (PAR 329)

Yes, please. Originally we had planned to do extensive media relations surrounding this study until we actually viewed the results. Essentially the study did not really show Paxil was effective in treating adolescent depression, which is not something we want to publicize. However, we should prepare a Q&A and key messages in case reporters do cover this study. The proofs would definitely come in handy.

-----Original Message-----

From: Sheila.X.Hood@sb.com@YRINC
Sent: Wednesday, February 28, 2001 3:37 PM
To: WHITE, HOLLY
Subject: Publication date for Paroxetine Adolescent Depression study (PAR 329)

Hi Holly

Do you want to receive copies of the proofs? Should we do any media around the publication?

Cheers Sheila

----- Forwarded by Sheila X Hood/FPL/Pharms/SB_PLC on 02/28/2001 03:35 PM -----