

To: CN=Jack E Jordan/OU=AM/O=LLY@Lilly
CC: CN=Eric L Prouty/OU=AM/O=LLY@Lilly; CN=John R Richards/OU=AM/O=LLY@Lilly
Date: 02/14/2000 10:23:09 AM
From: CN=John R Richards/OU=AM/O=LLY
Subject: Depressive- DTP slide
Attachments: JACK File.doc

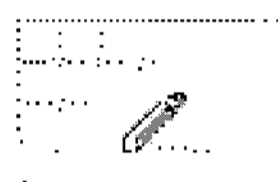
Jack,
Attached as we discussed. As you can see we have been driving the depression story with Zyprexa in our DTP programs since Q3 1998. We were ahead to the curve in recognizing and communicating the importance of this attribute and how we can utilize it to differentiate ourselves in the marketplace.

Please let me know if you have questions or comments.

Thanks,

JR

----- Forwarded by John R Richards/AM/LLY on 02/14/2000 10:21 AM -----



Eric L Prouty
02/14/2000 10:15 AM

To: John R Richards/AM/LLY@Lilly

cc:

Subject: Depressive- DTP slide

JR-

Per your request, attached is the DTP slide.....E



JACK File.doc