



xyntha™
Antihemophilic Factor (Recombinant),
Plasma/Albumin-Free

 **BeneFix®**
Coagulation Factor IX
(Recombinant)

NEWS RELEASE

For Immediate Release

Pfizer Malaysia Launches Xyntha and BeneFix, Recombinant Treatments for Hemophilia A & B

Kuala Lumpur, 24 May 2011 – Pfizer Malaysia today launched two new treatments for hemophiliac patients in Malaysia, Xyntha and BeneFix, indicated for the treatment of hemophilia A and B, respectively.

Xyntha Antihemophilic Factor (Recombinant) Plasma/Albumin-Free, is a medicine for both the control and prevention of bleeding episodes and surgical prophylaxis in patients with hemophilia A.¹

BeneFix Coagulation Factor IX (Recombinant), is an injectable medicine used to help control and prevent bleeding, and for peri-operative management in adult and pediatric patients with hemophilia B.²

Hemophilia is a lifelong bleeding disorder that prevents blood from clotting properly. People with hemophilia do not have enough clotting factor, a protein in blood that controls bleeding. The severity of a person's hemophilia depends on the amount of clotting factor that is missing.³

The World Federation of Hemophilia (WFH) estimates that 400,000 people, predominantly males, are living with hemophilia worldwide.³ According to the WFH Report on the Annual Global Survey 2009, Malaysia reported 968 people affected with hemophilia A and 173 people with hemophilia B.⁴

“Pfizer Malaysia is committed to meeting the needs of the hemophilia community to help them better manage their condition and lead healthy lives. Hemophilia is a rare disease but Pfizer recognizes the critical need of this patient community to have access to safe and effective treatment, hence our focus on this therapeutic area,” said Dr. Vicknesh Welluppillai, Medical Director of Pfizer Malaysia at the media launch.

¹ Xyntha Package Insert

² BeneFix Package Insert

³ World Federation of Hemophilia, <http://www.wfh.org/index.asp?lang=EN>, last accessed 12 April 2011.

⁴ World Federation of Hemophilia, Annual Global Survey 2009. 2011; pg 16.

“When it comes to treatment, safety is a primary concern for patients with hemophilia because of the risk of transmission of human blood-borne pathogens. The availability of Xyntha and BeneFix which are recombinant products that are plasma and albumin free, represent important treatment options for Malaysians living with hemophilia A and B, their healthcare providers and loved ones,” he added.

ABOUT XYNTHA⁵

Xyntha Antihemophilic Factor VIII (Recombinant) Plasma/Albumin-Free, a recombinant DNA-derived product is manufactured using state-of-the-art manufacturing and purification processes designed to reduce risk of viral contamination. Xyntha does not contain any materials derived from human or animal sources. The recombinant factor VIII in Xyntha is purified by a process that uses a series of chromatography steps, one of which is based on affinity chromatography using a patented synthetic peptide affinity ligand. The process also includes a solvent-detergent viral inactivation step and a virus-retaining nanofiltration step.

ABOUT BENEFIX⁶

BeneFix is a recombinant coagulation Factor IX Plasma/Albumin-Free, DNA-derived product is manufactured using state-of-the-art manufacturing and purification processes designed to reduce risk of viral contamination. BeneFix does not contain any materials derived from human or animal sources. The recombinant factor IX in BeneFix is purified by a chromatography purification process that does not require a monoclonal antibody step and yields a high-purity, active product. A membrane filtration step that has the ability to retain molecules with apparent molecular weights >70,000 (such as large proteins and viral particles) is included for additional viral safety.

About Pfizer Malaysia

Pfizer Malaysia is committed towards Working Together for a Healthier World™. We apply our global resources and strive to set the standard for quality, safety and value of medicines to improve the health and well-being of Malaysians at every stage of life. Our diversified health care portfolio includes human biologic, small molecule medicines and vaccines in Biopharmaceuticals, as well as a wide range of Nutritional products.

We also collaborate closely with public and private health care providers, and communities to support and expand access to reliable, affordable health care in Malaysia. Pfizer Malaysia began operations in 1964, and every day, some 500 colleagues throughout the country work to advance wellness and make a difference for all who rely on us.

Wyeth is now a wholly owned subsidiary of Pfizer Inc. The merger of Wyeth Malaysia and Pfizer Malaysia entities may be pending in various jurisdictions and integration is subject to completion of various local legal and regulatory obligations.

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⁵ Xyntha Package Insert

⁶ BeneFix Package Insert