

MindFreedom

Support Coalition International

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16 April 2004

Hank McKinnell, Ph.D., Chairman and CEO
Pfizer, Inc
235 East 42nd Street
New York, NY 10017

Dear Dr. McKinnell:

In our 9 Dec. 2003 letter to you we requested evidence for your statement found in many TV and web ads that, "Zoloft is a medicine that helps correct the chemical imbalance of serotonin in the brain." In a 3 Feb. 2004 letter, Frank Raines on your board of directors assured us that you would address our concerns. You had Cathryn M. Clary, MD, MBA, Vice President Psychiatry, Neurology, Consumer & Markets Development for Pfizer Global Pharmaceuticals reply to us in a 17 Feb. 2004 letter.

Dr. Clary does not address our concerns in her letter. Dr. Clary was unable to supply even one citation to a peer-reviewed scientific article as evidence.

Our Scientific Panel has responded to you and Dr. Clary with the enclosed letter. If anything our Scientific Panel or I have said in our letters today is not correct we request that you send us evidence of that being the case within the next 30 days. My letter to you today serves as a letter of understanding, and please correct me if I am wrong, that you are unable to provide any peer-reviewed scientific evidence we have requested.

We will also copy this to FCC, FDA and FTC to ask that they now issue a request that you halt use of the statement in question. We request that you not wait, and that you immediately end the use of the above-referenced, fraudulent, unsubstantiated phrase.

Sincerely,

David Oaks, Executive Director

Copy: Franklin Raines, CEO, Fannie Mae

A non-profit uniting 100 grassroots groups to win human rights in mental health.

www.MindFreedom.org