

June 13, 2005

**Bristol-Myers Squibb Direct-To-Consumer Communications Code**

Providing accurate, understandable and educational direct-to-consumer communication is an important way for Bristol-Myers Squibb to live its mission of extending and enhancing human life. Our goal is to have the right patient get the right medicine at the right time.

***Our Commitment***

In our direct-to-consumer communications we promise to:

- Communicate risks and benefits of our products in language consumers understand.
- Provide information about the underlying diseases and conditions that our products are approved to treat.
- Respect the role of the health care professional in determining whether a particular treatment is appropriate.
- Highlight programs that can improve access to medicines for patients in need.

***Our Plan***

For all newly launched products, we promise to:

- Get guidance internally and externally on how our potential advertising performs against our commitment and communication goals, and determine if there is additional need for information about a disease or condition and potential treatments with Bristol-Myers Squibb products.
- Include information, where appropriate, in all print advertising, websites and patient brochures about patient assistance programs to help people get the medicines they need. For example, in the United States, information about the Partnership for Prescription Assistance program will be included in our materials.
- Develop disease state awareness advertising, as appropriate, for diseases that may be potentially treated by our newly launched medications in order to further educate consumers and healthcare professionals.
- Refer consumers and healthcare professionals to websites which will have information about our medications, including links to safety and prescribing information.
- For a minimum of 12 months following a launch of a new medication, Bristol-Myers Squibb will refrain from any direct-to-consumer branded mass media (television, radio and print) advertising to promote the medication. During that period, we will focus our efforts on educating medical professionals about the new prescription medication and seek their input regarding their experience prescribing the medication.
- When we do advertise on television it will be to appropriate audiences at appropriate times of the day. We will fully consider the benefits, risks and potential side effects of our medicines and the intended or unintended impact of communicating such messages to various audiences.
- Once a decision is made that direct-to-consumer mass media (television, radio, print) advertising for a new medication is appropriate, we will submit the proposed advertisements to the Food and Drug Administration for advisory comments.