

May 26, 2005

NEW PRODUCT ANNOUNCEMENT
BONIVA[®] 2.5 mg Tablet
(ibandronate sodium)

Dear Customer:

Roche Laboratories Inc. is introducing daily BONIVA[®] 2.5 mg Tablet (ibandronate sodium).

BONIVA[®] 2.5 mg Tablet is packaged and distributed as follows:

<u>Product</u>	<u>Description</u>	<u>NDC</u>	<u>WAC¹</u>
BONIVA [®] 2.5 mg Tablet	30 Tablets per bottle	0004-0185-23	\$64.28

¹ WAC or Wholesale Acquisition Cost is the list price for wholesalers, distributors and other direct accounts before any rebates, discounts, stocking or distribution allowances, chargebacks, and/or other price concessions that may be offered by Roche. For certain products, one or more forms of price concession, in addition to a prompt pay discount, is available on virtually all sales. Moreover, in the case of some products, these price concessions reduce the net price significantly below WAC.

For further details, please see the enclosed wholesaler fact sheet.

IMPORTANT ORDERING INFORMATION

Based on current market demand for other daily bisphosphonates, we expect low demand for the daily BONIVA[®] 2.5 mg Tablet (ibandronate sodium) (NDC # 0004-0185-23); therefore, Roche Laboratories will be implementing a “Drop Shipment” only program for daily BONIVA[®] 2.5 mg Tablets. Even though Roche will be drop shipping directly to your customers we will bill these drop shipments through you. Should you need to stock this product on a regular basis, or if you have any questions, please contact your Trade & Professional Relations Manager.

Please note that this distribution procedure does NOT pertain to once monthly BONIVA[®] 150 mg Tablet (ibandronate sodium) (NDC #0004-0186-82).

Sincerely,

Patrick A. Cofone
Director, Trade & Professional Relations

Attachment



BONIVA 2.5 mg Tablets

(ibandronate sodium)

Date: March 24, 2005

NDC:	0004018523
Product Description: 30 TABLETS/BOTTLE	BONIVA 2.5 MG
Minimum Order Quantity:	1
SKU Dimensions (L x W x D):	1.8" x 2.1" x 2.8" (10.2 CU. IN.)
Inner-Pack Dimensions (L x W x D):	N/A
Inner-Pack Quantity:	N/A
Case Dimensions (L x W x D):	11.4" x 7.9" x 6.3" (0.33 CU. FT.)
Case Quantity:	00048
Case Weight:	3 lbs.
Expiration Date:	
Storage Conditions: PERMITTED BETWEEN 15° AND 30°C (59° AND 86°F)	STORE AT 25°C (77°F); EXCURSIONS
Intermediate Bar Code:	N/A
Shipper Bar Code:	01403000401852393000048

Revisions: New Product

Revised By: Package

Development

