

MONTREAL, January 21, 2008

Unique Migraine Treatment Now Available in Canada

Teva Neuroscience Canada announced today the launch of FROVA[®] (frovatriptan succinate tablets), a unique treatment for patients suffering from migraines. The single strength 2.5 mg tablets are now available by prescription in pharmacies throughout Canada. This is important news for those suffering from migraines who are not receiving effective therapy at the current time.

FROVA is indicated for the acute treatment of migraine attacks with or without aura in adults.

“The launch of FROVA in Canada is further proof of Teva Neuroscience’s commitment to patients suffering from neurology disorders”, announced Dr. Jean Godin, General Manager, Teva Neuroscience Canada. “While there are other treatments currently available for patients with migraines, our research shows that many patients are not satisfied with the relief or tolerability offered by the current medications. FROVA has a unique profile that may benefit many patients.”

Dr. Marek Gawel, a neurologist at Sunnybrook Health Science Center as well as Women’s College that specializes in treating patients with migraines, was involved in various clinical trials for the drug. “In clinical trials we have found that the drug offers some unique advantages not found in other triptans. FROVA provides lasting relief for migraines. This is supported in the Ryan¹ publication which shows a low headache recurrence, ranging from 7% to 25%, which resulted in a 24-hour sustained response in up to 51% of patients taking FROVA. It is likely that the low rates of headache recurrence appear to be, at least in part, due to FROVA’s long half-life of 26 hours. For patients who respond to the treatment, this means that almost half will be pain-free for a full 24 hours with few potential side effects.”

About FROVA

FROVA is approved in Canada for the acute treatment of migraine attacks with or without aura in adults².

FROVA is not intended for the prophylactic therapy of migraine or for use in the management of hemiplegic, ophthalmoplegic or basilar migraine. The safety and effectiveness of FROVA have not been established for cluster headache, which is present in an older, predominantly male population².

FROVA should only be used when a clear diagnosis of migraine has been established².

As with other drugs in this class, FROVA should not be given to patients with ischemic heart disease².

The most commonly observed side effects are dizziness, paresthesia, headache, dry mouth, fatigue, flushing, hot or cold sensation, chest pain, dyspepsia, dysesthesia, throat-tightness and skeletal pain. The recommended dosage of FROVA is one 2.5 mg tablet. If the headache recurs after initial relief, a second dose may be taken between 4 and 24 hours after the first dose.²

Frovatriptan is approved in the US (marketed as FROVA[®]) and across Europe for the acute treatment of migraine and, with a half-life of 26 hours, has the longest half-life of all the approved drugs in the triptan class.

Vernalis licensed North American rights to Endo Pharmaceuticals Inc. which in turn licensed rights to Teva Neuroscience Canada.

For more information about FROVA, feel free to visit the FROVA Web site www.frova.ca for product monograph details and other resources to help people effectively manage migraine.

About Teva Neuroscience

Teva Neuroscience is committed to helping people with neurological and auto-immune disorders live more independent and rewarding lives. Teva Neuroscience currently offers two other products:

-Copaxone (glatiramer acetate injection), the first non-interferon drug therapy indicated for the treatment of Relapsing-Remitting Multiple Sclerosis (RRMS)

-Azilect (rasagiline mesylate) the only once-daily treatment for Parkinson's Disease, approved for both the initial and more advanced stages of the disease

Teva Neuroscience continues to invest in research in various areas of unmet medical need including:

- *multiple sclerosis
- *neurological/neurodegenerative diseases
- *auto-immune diseases/inflammatory diseases
- *oncology

Teva Neuroscience Canada has headquarters in Montreal where all administrative, marketing and other leadership functions are based. There is a national sales team that supports the needs of physicians across the country.

Teva Neuroscience represents the branded products for Teva Pharmaceutical Industries Ltd.

Teva Pharmaceutical Industries Ltd., headquartered in Israel, is among the top 20 pharmaceutical companies and among the largest generic pharmaceutical companies in the world. The company develops, manufactures, and markets innovative and generic human pharmaceuticals and active pharmaceutical ingredients. Over 80% percent of Teva's sales are in North America and Europe. Teva's innovative R&D focuses on developing novel drugs for diseases of the central nervous system.

¹ Ryan R, Geraud G, Goldstein J, Cady R, Keywood C. Clinical efficacy of frovatriptan: placebo-controlled studies. *Headache* 2002 Apr;42 Suppl 2:S84-92.

². ^PFROVA[®] Product Monograph, May 11, 2007.

FROVA[®] is a registered trademark of Vernalis Development Limited.

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