

CONSUMER MEDIA PRESS RELEASE

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Ireland's first clinically proven over-the-counter weight loss medicine, **alli**, launched

The only medicine to be granted a European-wide non-prescription licence for weight loss.

Monday 20th April 2009. GlaxoSmithKline (GSK) announced today that **alli** – the weight loss aid that could help adults lose 50 per cent more weight than by dieting alone (1) – has been launched in Ireland and is available in participating pharmacies throughout the country from this week onwards. **alli** is currently the only medicine to be granted a non-prescription licence for weight loss treatment in Ireland. For adults with a Body Mass Index (BMI) of 28 kg/m² or more, **alli** works by stopping some of the fat eaten from being absorbed into the body, so for every 2 kilos they lose with a reduced calorie, lower-fat diet, **alli** can help users lose an extra 1 kilo. It is important to remember that individual results may vary.

alli rewards the hard work of people willing to follow a reduced calorie, lower-fat diet, and, used in conjunction with the **alli** programme, it helps them adopt a healthy and sustainable diet and lifestyle. To support their weight loss and guide them towards their goals, **alli** users will receive a free starter guide, available from their pharmacists, which will include a food diary, and also have free access to an online support programme of information and tools which include:

- a range of lower-fat recipes
- healthy menu options
- a BMI calculator
- tips on becoming more active

An **alli** interactive discussion forum, also part of the online programme, will encourage users to share their experiences along their weight loss journey, creating a supportive and motivated community of people wanting healthier lives.

Modest weight loss of 5-10% of bodyweight brings significant improvements to physical health and emotional well-being. (2-4)

"Research has shown that consumers are spending millions of euro each year on fad diets, unproven 'miracle pills' and potentially unsafe weight-loss supplements, often without any scientific evidence to back them up. By making a licensed non-prescription product available, consumers will have the option of a proven therapy which can support them with their struggle against weight loss. For many, losing weight can become the catalyst to improvements in their overall health and self-esteem," commented **Professor Patrick Wall, Associate Professor of UCD School of Public Health and Population Science**, who spoke at the launch event. "Losing weight involves lifestyle modifications, such as having a healthy balanced diet and a good level of exercise. It is important that overweight people that take **alli** understand that a healthy diet and physical activity continue to play an important role. A person's health is their greatest asset and being overweight or obese is not conducive to a healthy lifestyle. The obesity epidemic is an ever increasing reality in Ireland and **alli** represents a new development in the fight against this problem, not the solution but one part of the jigsaw. Many other important factors play an important role and it is important that key stakeholders involved in the prevention and management of obesity come together to combat this problem," he concluded.

"Obesity represents arguably the greatest health burden to Ireland, being related to so many other conditions such as diabetes and heart disease. The medical community must now act as one to tackle this huge problem, including utilising the excellent skills and resource that pharmacists can – and are keen – to offer," commented **Dr. Martin Henman, School of Pharmacy and Pharmaceutical Sciences, Trinity College**, who also spoke at the event.

Ms. Elizabeth Reynolds, General Manager, GSK Consumer Healthcare said; "Obesity is a major concern of our society and people need help. **alli** is not a magic pill. **alli** offers a clinically proven way to help people lose weight. **alli** has been well received by millions of people in the US since June 2007, and we are very excited about the number of people it could help in Ireland achieve their weight loss goals."

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alli is a registered trade mark of the GlaxoSmithKline group of companies.

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Notes to editors

How to use alli

alli 60 mg hard capsules contain orlistat. **alli**, is indicated for weight loss in adults, with a BMI of 28 kg/m² or over, when used along with a reduced calorie, lower-fat diet. The recommended dose of **alli** is one 60 mg capsule three times a day with meals containing the recommended amount of fat. Always read the label/leaflet.

About alli

- The active ingredient in **alli** is orlistat 60 mg
- Orlistat acts locally within the digestive system to prevent fat absorption, so there is minimal absorption of the active ingredient in the bloodstream
- Orlistat 120 mg has been available as a prescription treatment for 10 years
- The safety and efficacy profile of orlistat is well documented and has been established through data from more than 100 clinical studies (5)
- GlaxoSmithKline completed an agreement with Roche (who market prescription orlistat 120 mg) in February 2007 that allowed the company to seek regulatory authorisation for non-prescription orlistat 60 mg
- **alli** (orlistat 60 mg) was launched in the US in June 2007 as the only Food and Drug Administration (FDA) approved weight loss aid available without prescription.

Obesity in Ireland

- Almost two out of five Irish adults (38%) are overweight. In addition, more than one in five (23%) is obese. (6)
- When compared to an Irish survey from 2001 (7), overweight is down 1% and obesity is up 5% indicating that overweight adults are gaining weight and moving into the obese category.
- Ireland has the fourth highest prevalence of overweight and obesity in men in the EU and the seventh highest prevalence among women. (8)
- Costs for treating obesity in Ireland is estimated at €0.4 billion. The number of premature deaths annually attributable to obesity currently approximates to 2,000. (9)

References

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GlaxoSmithKline – one of the world’s leading research-based pharmaceutical and healthcare companies – is committed to improving the quality of human life by enabling people to do more, feel better and live longer.

Cautionary statement regarding forward-looking statements

Under the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, GSK cautions investors that any forward-looking statements or projections made by GSK, including those made in this announcement, are subject to risks and uncertainties that may cause actual results to differ materially from those projected. Factors that may affect GSK’s operations are described under 'Risk Factors' in the 'Business Review' in the company’s Annual Report on Form 20-F for 2007.