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Lilly ICOS Tees Up Plans to Bring Second Year Title Sponsorship of Cialis(R) Western Open to New Level

-- Luke Donald Artwork, Original Vignettes, The Golf Channel Partnership, Evans Scholars Foundation 75th Anniversary --

BOTHELL, Wash. and INDIANAPOLIS, June 29, 2005 /PRNewswire-FirstCall via COMTEX/ -- Lilly ICOS LLC (NYSE: LLY and Nasdaq: ICOS), maker of Cialis(R) (tadalafil), today announced a series of new initiatives to help enhance fans' enjoyment of the Cialis Western Open. Now in the second year of its title sponsorship, Cialis is amplifying its message that relaxation is a fundamental aspect of enjoying golf both on and off the course.

"Enjoyment of golf is directly tied to relaxation," said Paul Clark, ICOS Chairman, President and CEO. "There is no rush on the green, no time pressure. Through the various interactive elements that Lilly ICOS has created on behalf of Cialis, we are reminding golf fans that relaxation is key to enjoying and succeeding in golf."

The interactive elements are debuting at this summer's Cialis Western Open from June 27 - July 3 in Lemont, Ill. In addition to great golf, fans in attendance at the 102nd edition of the event will find the following on-site elements on the host grounds of Cog Hill Golf Club:

Luke Donald Artwork

Golfer and painter Luke Donald continues to fuel his passion for art by partnering with the Western Golf Association to create the cover artwork for the Cialis Western Open souvenir program. The original painting depicts 2004 champion Stephen Ames' approach shot on the 18th hole on his way to clinching his first PGA TOUR victory. In addition to the souvenir program, Donald's painting will serve as the cover image of the pairings sheet and will be featured on the media guide, ticket marketing, and on www.CialisWesternOpen.com.

Donald, who tied for third place at last year's Cialis Western Open, will present his portrait to the Western Golf Association on Wednesday of tournament week (June 27-July 3).

Artist Experience

The Artist Experience, a popular attraction at last year's Cialis Western Open, is back with new enhancements. Located inside the Spectator Pavilion, the Artist Experience showcases the talent of Luke Donald and eight alumni from The School of the Art Institute of Chicago. The alumni capture images from the event on canvas and spectators can watch the artwork come to life on a daily basis in a studio setting within the Pavilion tent.

Spectator Pavilion

The centerpiece of the Spectator Pavilion is the visually stunning Cialis Western Open History Walk featuring images of past champions and historical mementos and artifacts to honor the tradition and values of the tournament's heritage. The most celebrated past winners, including Walter Hagen, Gene Sarazen, Ben Hogan, Sam Snead, Arnold Palmer and Jack Nicklaus, are showcased along with recent icons like Tiger Woods. With its nostalgia filled atmosphere, the History Walk lets golf lovers experience the memorable moments and traditions of the oldest stop on the PGA TOUR.

Fans can also select a complimentary souvenir photographic image from the History Walk that will take them back in time on the golf course. For those wishing to remain in the present, fans can enjoy a keepsake print of one of Luke Donald's paintings.

75th Anniversary of Evans Scholars Foundation

Since 1930 the WGA has sponsored the nationally acclaimed Evans Scholars Foundation, which administers the nation's largest privately funded college scholarship program awarding full tuition and housing scholarships to deserving caddies. The Evans Scholar 75th Anniversary display highlights the history of the program and features a select number of alumni for their dedication to the institution.

"Time Out on the PGA TOUR" Vignettes

Building on the success of last year's "Memorable Moments" broadcast vignettes, 12 new Cialis-sponsored vignettes featuring prominent PGA TOUR players provide glimpses into their lives "outside the office" and reinforce the importance of relaxation in preparing for rounds. Seven vignettes have aired to date and can be viewed at www.cialis.pgatour.com.

The Golf Channel Partnership and Cialis Fan Tent

Cialis will also be conducting some new activities in cooperation with The Golf Channel. At the Cialis tent titled "The Golf Channel Swing Experience Presented by Cialis," fans can enjoy a complimentary swing analysis and Web lesson with video from PGA of America teaching professionals. This is a personalized video golf lesson that outlines swings, lesson notes and drills based on the swing analysis captured on video in the tent. The Golf Channel, broadcasting live daily from Cog Hill, will feature some of the swings on Monday nights throughout the season during its themed lineup of programs designed for game improvements known as "Your Game Night."

Cialis Relaxation Centers

As spectators brave the heat of the summer sun, the Relaxation Centers offer the chance to cool down and re-energize. Fans can relax in the lounge and watch tournament coverage on televisions in the tent. In addition, spectators are invited to enjoy free popcorn, water, and sunscreen before heading back to the course.

Tips from Leading Advisors to the Pros

To address the all-important "other" side of the game, golf fans can gain insight from sports psychologist Dr. Rick Jensen and cardiologist Dr. Ed Palank who have designed tips focusing on the mental, emotional, and physical approach to the game. Tips brochures are available at several locations on the course.

Cialis Golf Program

Cialis is an official partner of both the PGA TOUR and Champions Tour through 2007 and title sponsor of the Cialis Western Open through 2006. For Lilly ICOS, the sponsorship represents a timely and unique opportunity to educate men in the United States about a significant health issue -- erectile dysfunction (ED) -- and the role of Cialis as the only oral ED treatment shown to improve erectile function for up to 36 hours in most men. Through its partnership with the PGA TOUR, Lilly ICOS offers consumers information about ED and Cialis in the Cialis tent and online. Consumers may pick up brochures on ED or Cialis, and access the Cialis Web site, www.cialis.com, to get more information about Cialis.

About Cialis

Cialis, approved by the FDA in November 2003 for the treatment of erectile dysfunction, is the only oral ED treatment shown to improve erectile function up to 36 hours in most men. Cialis can be taken without regard to food. The absorption of Cialis is not reduced by food, including high-fat foods. Cialis is currently available in approximately 100 countries, including Australia, Brazil, Mexico, Canada, the United States and countries throughout Europe. More than 5 million patients worldwide have been treated with Cialis since its first introduction in February 2003.

Cialis is available by prescription only and is not for everyone. Men taking nitrates, often used for chest pain, should not take Cialis. Such a combination could cause a sudden, unsafe drop in blood pressure.

Men should discuss their medical conditions and medications, including alpha blockers for prostate problems or high blood pressure, with their doctors to ensure Cialis is right for them and that they are healthy enough for sexual activity. The most common side effects with Cialis were headache, upset stomach, delayed backache or muscle ache. As with any ED tablet, in the rare event of an erection lasting more than 4 hours (priapism), seek immediate medical attention to avoid long-term injury. Men should not drink alcohol in excess with Cialis. Cialis does not protect a man or his partner from sexually transmitted diseases, including HIV.

Individual results may vary. Cialis has not been studied for multiple sexual attempts per dose. For full patient information, visit www.cialis.com.

About Lilly ICOS LLC

Lilly ICOS LLC, a joint venture between ICOS Corporation (Nasdaq: ICOS) and Eli Lilly and Company (NYSE: LLY), developed tadalafil for the treatment of erectile dysfunction.

ICOS Corporation, a biotechnology company headquartered in Bothell, Washington, is dedicated to bringing innovative therapeutics to patients. Through Lilly ICOS LLC, ICOS is marketing its first product, Cialis, for the treatment of erectile dysfunction. ICOS is working to develop treatments for serious unmet medical conditions such as benign prostatic hyperplasia, pulmonary arterial hypertension, cancer and inflammatory diseases. Additional information about ICOS is available at www.ICOS.com.

Lilly, a leading innovation-driven corporation is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers -- through medicines and information -- for some of the world's most urgent medical needs. Additional information about Lilly is available at www.lilly.com.

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Except for historical information contained herein, this press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on current expectations, estimates and projections about the industry, management beliefs and certain assumptions made by the management of ICOS and Lilly. Investors are cautioned that matters subject to forward-looking statements involve risks and uncertainties, including economic, competitive, governmental, technological, legal and other factors discussed in the two companies' respective filings with the Securities and Exchange Commission, which may affect the business and prospects of the two companies and Lilly ICOS. Results and the timing and outcome of events may differ materially from those expressed or implied by the forward-looking statements in this press release. More specifically, there can be no assurance that Cialis will achieve commercial success or that competing products will not pre-empt market opportunities that might exist for the product.

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