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## **Cialis(R) (tadalafil) Overtakes Viagra to Become Number One Selling Erectile Dysfunction Treatment in France**

### **- Cialis Achieves 49% of Total Tablet Sales Two Years After its Successful Launch -**

BOTHELL, Wash. and INDIANAPOLIS, Ind., April 18, 2005 /PRNewswire-FirstCall via COMTEX/ -- Lilly ICOS LLC (NYSE: LLY and Nasdaq: ICOS) reported today that Cialis(R) (tadalafil)(1), the only erectile dysfunction (ED) treatment clinically proven to work up to 36 hours for most men, has surpassed Viagra(R) (sildenafil citrate) in France for the second consecutive month.

In January 2005, Cialis accounted for 45 percent of the total PDE5 inhibitor tablets sold from wholesalers to pharmacies in France; Viagra's total for that same period was 44 percent. For the month of February 2005, Cialis continued its growth in France by attaining 49 percent of tablets sold from wholesalers to pharmacies, while Viagra had the second largest share with 40 percent, according to the latest IMS market share information.(2)

The market share of Cialis in France has grown consistently since the product was introduced in Europe in February 2003. Since December 2004, Cialis has secured an additional 6.4 percentage points of the total share of tablets from wholesalers to pharmacies to gain the largest share of sales in the French market.

"The success of Cialis in France is an exciting milestone for the brand and for Lilly ICOS, especially because we joined the market after the leader was so well established," said Leonard Blum, ICOS Vice President, Sales and Marketing. "The key benefit of Cialis -- the up-to-36 hours that Cialis gives a man and his partner to choose the moment for intimacy that's right for them -- is the reason we have always said Cialis would succeed in the ED marketplace. This benefit means couples who don't want to schedule romance can have time to relax and, for instance, have dinner or simply enjoy time together, allowing intimacy to happen when the moment is right."

Since its approval in the United States in November 2003, Cialis has increased its share of total prescriptions every month in the U.S. For the week ended April 1, 2005, Cialis held a 24 percent share of new and 22 percent of total U.S. oral ED treatment prescriptions.(3)

"We are not surprised by the success of Cialis in France, a country many people associate with romance and love," said Matt Beebe, Cialis U.S. Brand Team Leader, Lilly. "Here in the U.S., where Cialis was the third product to enter a very competitive market, we have our own success story -- just four months after launch, Cialis secured the second largest share of the ED market. We're pleased to see the market share of Cialis continue to grow each month as more and more men discover the benefits Cialis has to offer."

#### About ED

ED is defined as the consistent inability to attain and maintain an erection sufficient for sexual intercourse. ED affects an estimated 189 million men worldwide.(4) Experts believe that 80-90 percent of ED cases are related to a physical or medical condition, like diabetes, cardiovascular diseases, and prostate cancer treatment, while 10-20 percent are due to

psychological causes.(5,6) In many cases, however, both psychological and physical factors contribute to the condition.(7)

#### 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 4.5 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. Although rare, men who experience an erection for more than four hours (priapism) should seek immediate medical attention. 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 studies were not designed to assess multiple intercourse attempts after a single dose. For full patient information, visit [www.cialis.com](http://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. ICOS is marketing its product, Cialis (tadalafil), through Lilly ICOS LLC, for the treatment of erectile dysfunction. ICOS is working to develop treatments for serious unmet medical conditions such as benign prostatic hyperplasia, cancer and inflammatory diseases.

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](http://www.lilly.com).

#### P-LLY

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.

(1) Cialis(R) is a registered trademark of Lilly ICOS LLC. All other trademarks are the property of their respective owners.

(2) IMS Health, IMS MIDAS(TM), France, February 2005 and March 2005.

(3) IMS Health, IMS National Prescription Audit Plus7(TM), April 2005.

(4) Data were extrapolated from Feldman HA, Goldstein I, Hatzichristou DG, Krane RJ. Impotence and its Medical and Psychosocial Correlates: Results of the Massachusetts Male Aging Study, Journal of Urology. Vol. 151, 54-61, January 1994 and World Population Projection Program Of United Nations (2002 Revision) with indirect standardization.

(5) Shabsigh, R. (2002). Back To Great Sex: Overcome ED and Reclaim Lost Intimacy. New York: Kensington.

(6) Diseases and Conditions: Impotence,  
<http://www.impotence.org/FAQ/index.asp>. Data accessed 11.20.03

(7) Lue, Tom F. Erectile Dysfunction. N Engl J Med 2000; 342: 1802-1813.

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