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Cialis® (tadalafil) Joins BASS as Premiere Sponsor

-- Multi-Faceted Sponsorship Includes Unique Elements --

KISSIMMEE, Fla., Jan 24, 2005 /PRNewswire-FirstCall via COMTEX/ -- Cialis® (tadalafil), the erectile dysfunction drug marketed by Lilly ICOS (NYSE: LLY and Nasdaq: ICOS), and BASS, the worldwide authority on bass fishing, today announced a one-year sponsorship agreement. As a premiere sponsor, Cialis will have a major interactive presence at the majority of BASS events, including the CITGO Bassmaster Tournament Trail, the Bassmaster Elite 50 Series and the CITGO Bassmaster Classic.

The agreement also includes presenting sponsorship of Bassmaster University and a heavy presence in BASS's television, print and internet platforms. To support the sponsorship, Cialis will create Relaxation and Fan Experience tents in key markets, develop angler tips with expert partners and establish a dedicated Web site. To enhance the Bassmaster University TV show on ESPN2, Cialis will sponsor a "gear list" as part of the weekly programming, which will highlight fishing equipment needed for each episode.

"Lilly ICOS is thrilled to be a premiere sponsor of BASS through our Cialis brand," said Matt Beebe, Cialis U.S. Brand Team Leader. "BASS members are an important audience to us. An alliance with BASS allows us to reach a targeted fan base that enjoys bass fishing because it's both relaxing and exhilarating."

Don Rucks, General Manager of BASS, said: "We are pleased Cialis chose to make BASS part of their marketing program. We applaud the vision of Lilly ICOS in recognizing the significance of the brand-loyal BASS members and fans."

Cialis and BASS have worked closely together to develop an integrated platform that will resonate with members and fans and help enhance relaxation and enjoyment of the sport.

* **Signage:** Beginning at the season-opener on Lake Tohopekaliga in Kissimmee, Cialis will have a strong signage presence at a total of 108 BASS events. This includes boat, truck and driver uniform signage during 12 televised events.

* **Bassmaster University:** Cialis is the presenting sponsor of Bassmaster University for the entire 2005 season. This includes opening and closing credits on each episode as well as a weekly "gear list" sponsored by Cialis that highlights fishing equipment needed for each lesson. An online Bassmaster University page will link to www.cialis.com. Bassmaster University airs on BASS Saturday at 9:30 a.m. ET on ESPN2.

* **Exhibition Tent:** Spectators at select BASS events can experience the "Bassmaster University presented by Cialis" tent, which will be stocked with angler-related interactive elements and seminars with expert anglers. Highlights from ESPN2's Bassmaster University will also be featured in the Cialis tent.

* **Relaxation Centers:** Key viewing spots at the Bassmaster Elite 50, CITGO Bassmaster Tour and CITGO Bassmaster Classic will be branded "Relaxation Centers presented by Cialis." The relaxing atmosphere will be designed to help spectators unwind and enjoy the spectacular views of the weigh-in.

* **Tips Booklet:** A Cialis-sponsored tips booklet for fishing and men's health will be available at all 108 tournaments in which Cialis will have a presence.

* **Interactive Web Site:** Angling fans everywhere can soon visit www.bassmaster.com to experience many of the innovative elements of the Cialis BASS sponsorship, including tips for relaxing and improving their fishing skills.

Cialis BASS Sponsorship

For Lilly ICOS, the BASS sponsorship represents a 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 option shown to improve erectile function for up to 36 hours in most men. Through its partnership with BASS, Lilly ICOS offers consumers information about ED and Cialis. Consumers may pick up brochures on ED or Cialis at the tents, and visit the Cialis Web site, www.cialis.com, to get more information about Cialis. Available by prescription, Cialis was approved by the U.S. Food & Drug Administration on

November 21, 2003.

About BASS

BASS is the world's largest fishing organization, sanctioning more than 20,000 tournaments worldwide through its Federation. The CITGO Bassmaster Tournament Trail, which includes the exciting Bassmaster Elite 50 series, is the oldest and most prestigious pro bass fishing tournament circuit and continues to set the standard for credibility, professionalism and sportsmanship as it has since 1968. For more information, contact BASS Communications at (334) 551-2375 or visit www.bassmaster.com.

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 3.5 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, or certain alpha-blockers for prostate problems or high blood pressure, should not take Cialis. Such combinations could cause a sudden, unsafe drop in blood pressure.

Men should discuss their health status 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 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.

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 first product, Cialis (tadalafil), through Lilly ICOS LLC. ICOS is working to develop treatments for serious unmet medical conditions such as chronic obstructive pulmonary disease, 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. 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.

Cialis® is a registered trademark of Lilly ICOS LLC. Other trademarks are the property of their respective owners.

SOURCE Lilly ICOS LLC

Kindra Strupp of Cialis, +1-317-277-5170; or Jamie Wilkinson of BASS, +1-334-551-2457