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PGA TOUR Partner Cialis(R) (tadalafil) Debuts 2005 Consumer Golf Plans at The Ford Championship at Doral

-- New Vignettes, The Golf Channel Partnership and Enhanced Web Site Unveiled --

MIAMI, Feb 28, 2005 /PRNewswire-FirstCall via COMTEX/ -- Cialis(R) (tadalafil), the erectile dysfunction drug marketed by Lilly ICOS (NYSE: LLY and Nasdaq: ICOS), debuted an updated multi-faceted golf program today at the Ford Championship at Doral to inspire golf aficionados to relax and enjoy the game more.

Now in the second season of its PGA TOUR partnership, Cialis has created a range of national and local initiatives designed to enhance the golf experience both on and off the course. Improving on last year's "Memorable Moments" broadcast vignettes, 12 new Cialis-sponsored vignettes featuring prominent PGA TOUR players will provide glimpses into their lives "outside the office" and reinforce the importance of relaxation in preparing for rounds. The first vignette will air during the Ford Championship at Doral, and additional vignettes will continue to roll out throughout the season.

"We want to help golfers remember that relaxation is a fundamental aspect of the game and encourage them to take the lessons they learn on the green and apply them to their lives off the course," explained Matt Beebe, Cialis U.S. Brand Team Leader. "By offering golf fans the chance to look into the life of PGA TOUR players away from the course with the vignettes, we hope to reinforce the message that relaxation is key to enjoying and succeeding in golf."

Cialis will also be conducting some new activities in cooperation with The Golf Channel. At select tournaments, including the Ford Championship at Doral, golfers can enjoy a complimentary swing analysis by PGA of America teaching professionals at the Cialis fan tent titled "The Golf Channel Swing Experience Presented by Cialis." The Golf Channel 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."

Additional national and local components of Cialis' PGA TOUR partnership include:

- * Branded Scoreboards: Cialis branded scoreboards will appear at 60 PGA TOUR and Champions TOUR tournaments throughout the season.
- * Web site: The Cialis-sponsored interactive Web site at www.cialis.pgatour.com provides tips on how to relax and enjoy one's golf game more, while also letting visitors view vignettes. Visitors can get specific advice on the mental aspects of the game from leading experts in golf and sports psychology. Additional components include on-line survey questions, a listing of tournaments with a Cialis on-site presence, and description of "The Golf Channel Swing Experience Presented by Cialis."
- * Cialis Tent: At select tournaments, including Ford Championship at Doral, golfers can help improve their golf games both on and off the course. After participating in "The Golf Channel Swing Experience Presented by Cialis," each golfer will receive a personalized video golf lesson (or Web lesson) that outlines the individual swings, lesson notes and drills based on the swing analysis captured on video in the tent. Targeting the "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.

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. According to 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 on-site in the Cialis tent. 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 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 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

About the PGA TOUR

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to provide competitive earnings opportunities for past, current and future members of the PGA TOUR, Champions Tour and Nationwide Tour; to protect the integrity of the game; and to help grow the reach of the game in the U.S. and around the world.

Nearly 110 events will be contested on the three Tours in 2005, for approximately \$320 million in prize money. In addition to providing competitive opportunities for its membership, TOUR events also generate significant sums of money for charity. TOUR events have raised more than \$900 million for charity since 1938, the first year such records were kept. The PGA TOUR's Web site address is www.pgatour.com.

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(R) is a registered trademark of Lilly ICOS LLC. Other trademarks are the property of their respective owners.

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