

Allegation: Board Approved Expansion Of Sales Force

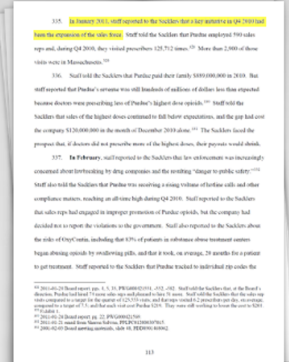
Massachusetts AG FAC ¶335:

335. In January 2011, staff reported to the Sacklers that a key initiative in Q4 2010 had been the expansion of the sales force. Staff told the Sacklers that Purdue employed 590 sales reps and, during Q42010, they visited prescribers 12,715 times.³²⁸

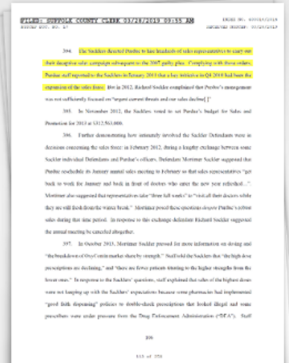
³²⁸ 2011-01-24 Board report, pgs. 4, 5, 35, PWG000421551, -552, -582.

New York AG FAC ¶394:

394. The Sacklers directed Purdue to hire hundreds of sales representatives to carry out their deceptive sales campaign subsequent to the 2007 guilty plea. Complying with those orders, Purdue staff reported to the Sacklers in January 2011 that a key initiative in Q4 2010 had been the expansion of the sales force. ...”



MA AG FAC ¶335



NY AG FAC ¶394

Cited Report Shows Expanded Sales Force Was To Launch Butrans

Recruiting has gone well. In fact, 90 individuals were hired and trained from September through November. An additional 45 individuals have been hired and **will attend the Butrans Launch Meeting in January**, and receive Level 100 training the week after the launch meeting.

- Adjusting sales force size is not deceptive marketing
- Butrans, not OxyContin
- **OIG confirmed compliance for 2011**

Purdue
Quarterly Report to the Board
January 24, 2011

CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER

PPLP004366955

January 2011 Board Report, p. 5 (PPLP004366955)