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Contact:
Caroline Rosen
305-520-9013
caroline.rosen@fleishman.com

**PFIZER CLEAR HEALTH COMMUNICATION WEB SITE RECEIVES
2007 “WORLD WIDE WEB HEALTH AWARD”**

New York, NY - September 26, 2007 - Pfizer Inc’s Clear Health Communication Web site, www.clearhealthcommunication.org, received a “Bronze” 2007 World Wide Web Health Awards. This program recognizes the best Web-based health-related content for consumers and professionals, and is held twice a year with the goal of providing a "seal of quality" for electronic health information. Pfizer’s winning entry was among more than 100 entries judged by a panel of health information experts.

“This award validates our efforts to improve communication between healthcare professionals and patients,” said Barbara DeBuono, Executive Director, Public Health and Government, Pfizer Inc. “Our clear health communication Web site is designed to provide professionals with all the resources and tools they need to improve patient understanding, in one easy-to-navigate site.”

The awards program is coordinated by the Health Information Resource Center, a national clearinghouse for consumer health information programs and materials. The Center, which houses a large collection of public and private sector health resources, promotes the distribution of accurate, timely consumer health information materials to professionals and managers in the field.

For nearly a decade, Pfizer has taken a leadership role in advocating for clear health communication, partnering with nationally recognized organizations and experts to develop tools and solutions that can help improve communication between patients and providers. The Pfizer Clear Health Communication Initiative strives to positively impact the health care system by enhancing patient-provider communication to increase compliance and improve patient health outcomes. To learn more about Pfizer’s efforts to improve clear health communication and health literacy, please visit www.clearhealthcommunication.org.

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