

Rebound from Anemia
B-Roll Script
2.15.06

Slate #	Slate Copy	Audio
1	<p>BASKETBALL STAR ALONZO MOURNING SHARES HIS STORY TO ENCOURAGE FELLOW KIDNEY DISEASE PATIENTS TO <i>REBOUND FROM ANEMIA</i></p> <p>B-Roll TRT: TBD March 2006</p> <p>Contact Information: Stephanie Fagan Ortho Biotech Products, L.P. 908.541.4029</p> <p>Leanne Madison Ogilvy Public Relations 212.880.5246</p>	
2	<p><u>Table of Contents:</u></p> <ul style="list-style-type: none"> ▪ <i>Rebound from Anemia</i> Campaign ▪ Chronic Kidney Disease and Anemia ▪ Sound Bites ▪ B-roll Footage ▪ About PROCRI[®] (Epoetin alfa) <p><i>All footage provided by Ortho Biotech Products, L.P. Cleared for free and unrestricted use</i></p>	
3	<p><u>About <i>Rebound from Anemia</i></u></p> <p>In 2000, Alonzo Mourning was at the top of his game. He was a leading player in the National Basketball Association (NBA), twice-named defensive player of the year, and a member of the gold medal Olympic team. That same year, he faced his biggest opponent - a diagnosis of kidney disease that would eventually lead to his temporary retirement from the NBA and a kidney transplant in December 2003.</p>	

Slate #	Slate Copy	Audio
4	<p><u>About Rebound from Anemia (continued)</u> Today, Mourning has made a triumphant return to the NBA and has dedicated much of his life to helping others. Currently, he is re-launching <i>Rebound from Anemia</i>, a program to raise awareness about anemia, an important and often overlooked sign of chronic kidney disease, that Mourning experienced. By sharing his story, Mourning hopes to encourage other chronic kidney disease patients and those at risk for the condition to talk to their doctors and to take steps to live healthier, more active lives. As part of the program, Mourning will travel to cities throughout the United States to visit kidney disease patients at local hospitals.</p> <p><i>Rebound from Anemia</i> is sponsored by Ortho Biotech Products, L.P. For more information about chronic kidney disease and anemia, please visit www.ReboundfromAnemia.com.</p>	
5	<p><u>About Chronic Kidney Disease and Anemia</u></p> <p>Chronic kidney disease is a progressive condition in which the kidneys are unable to function effectively. More than 20 million Americans – or one in nine adults – are estimated to have chronic kidney disease, and another 20 million are at increased risk. Unfortunately, many people do not realize that they have chronic kidney disease, or are even at risk for chronic kidney disease, until they have reached advanced stages of the condition. Anemia, or low concentrations of oxygen-carrying red blood cells, is an important and often overlooked sign of chronic kidney disease. Symptoms of anemia may include tiredness or fatigue and diminished ability to carry out routine tasks.</p>	
6	<p><u>About Chronic Kidney Disease and Anemia, (continued)</u></p> <p>People who suffer from diabetes and high blood pressure are at a particularly high risk for chronic kidney disease, as are those who have a family history of kidney disease or who are over the age of 65. Chronic kidney disease also is more common among African-Americans, Hispanic-Americans, Asians, Pacific Islanders and American Indians.</p>	

Slate #	Slate Copy	Audio
7	Alonzo Mourning Basketball Star	<p>#1: “When I was suffering from anemia, I had a lot of problems just getting through the day. When I went to practice, that zapped me of my energy for the rest of the day. When I got home and my kids wanted to play, I didn’t have enough energy to do that.”</p> <p>#2: “Anyone that is having any of the symptoms, please go to your doctor and communicate with him and let him know what exactly you are going through because there are answers for this particular disorder.”</p>
8	Robert Provenzano, MD, FACP St. John’s Hospital and Medical Center Detroit, MI	<p>#1: “It’s important for patients with chronic kidney disease to talk to their doctors about anemia, especially if they feel exhausted or can’t do everyday tasks; their doctor may be able to help.”</p>
9	<p><u>B-roll Footage:</u></p> <ul style="list-style-type: none"> ▪ <i>Rebound from Anemia</i> logo • Alonzo talking to the crowd • Scan of the crowd • Attendees taking pictures with Alonzo • Alonzo signing autographs <ul style="list-style-type: none"> ▪ PROCRIT® logo 	

Slate #	Slate Copy	Audio
10	<p>About PROCRIT® (Epoetin alfa): PROCRIT is for the treatment of anemia in chronic kidney disease patients who are not on dialysis. PROCRIT is available by prescription only and is injected by your doctor or nurse.</p> <p>Important Safety Information PROCRIT is not for patients with uncontrolled high blood pressure. High blood pressure has been noted in patients treated with PROCRIT and blood pressure should be monitored carefully. Drugs like PROCRIT may increase the risk of blood clots and seizures. Loss of response to PROCRIT could be a sign of a very rare but serious condition. In studies, the most common side effects were high blood pressure, headache, joint pain, and nausea.</p> <p>Please visit www.procrit.com for full prescribing information.</p>	

###