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FOR IMMEDIATE RELEASE

**HEALTH CANADA ADVISES CANADIANS OF NEW WARNING FOR STRATTERA™
(ATOMOXETINE HYDROCHLORIDE)**

TORONTO, Ontario – September 29, 2005 – Eli Lilly Canada Inc., following discussions with Health Canada is advising Canadians that Strattera™ (atomoxetine hydrochloride) will now carry a new warning. This new warning indicates that patients of all ages taking Strattera may experience behavioural and/or emotional changes that put them at increased risk of self harm.

The new warning for Strattera will appear in the information package received by patients and in the prescribing information available to health professionals.

Patients, their families and caregivers should note that a small number of patients taking Strattera may feel worse instead of better, particularly within the first few weeks of treatment or when doses are adjusted. For example, they may experience unusual feelings of aggression, hostility or anxiety, or have impulsive or disturbing thoughts that could involve self harm.

Should this happen to you, consult your doctor immediately. Do not discontinue your medication on your own. Treatment with Attention-Deficit Hyperactivity Disorder (ADHD) medications is safest and most effective when the patient communicates well with the treating physician about how he or she is feeling.

Doctors are advised to carefully monitor patients of all ages for emotional or behavioural changes that may indicate potential for harm, including suicidal thoughts and the onset or worsening of agitation-type adverse events.

This advisory stems from a recent analysis of placebo-controlled studies with Strattera. The analysis showed that suicidal ideation was more frequently observed in clinical trials among children and adolescents treated with Strattera (5/1357 [0.37%]) compared to those treated with placebo (0/851).

Strattera is a selective norepinephrine reuptake inhibitor, indicated only for the treatment of Attention-Deficit Hyperactivity Disorder in children six years of age or older, adolescents and adults.

CUSTOMER AND HEALTHCARE PROFESSIONAL INQUIRIES:

Eli Lilly Canada's Customer Response Centre 1-888-545-5972 (8:00 a.m. to 6:00 p.m. ET)

MEDIA INQUIRIES, PLEASE CONTACT:

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