

HENRY A. WAXMAN, CALIFORNIA
EDWARD J. MARKEY, MASSACHUSETTS
RICK BOUCHER, VIRGINIA
EDOLPHUS TOWNS, NEW YORK
FRANK PALLONE, JR., NEW JERSEY
BART GORDON, TENNESSEE
BOBBY L. RUSH, ILLINOIS
ANNA G. ESHOO, CALIFORNIA
BART STUPAK, MICHIGAN
ELIJAH L. ENGEL, NEW YORK
ALBERT R. WYNN, MARYLAND
GENE GREEN, TEXAS
DIANA DEGETTE, COLORADO
VICE CHAIRMAN
LOIS CAPPS, CALIFORNIA
MIKE DOYLE, PENNSYLVANIA
JANE HARMAN, CALIFORNIA
TOM ALLEN, MAINE
JAN SCHAKOWSKY, ILLINOIS
HILDA L. SOLIS, CALIFORNIA
CHARLES A. GONZALEZ, TEXAS
JAY INSLEE, WASHINGTON
TAMMY BALDWIN, WISCONSIN
MIKE ROSS, ARKANSAS
DARLENE HOOLEY, OREGON
ANTHONY D. WEINER, NEW YORK
JIM MATHESON, UTAH
G.K. BUTTERFIELD, NORTH CAROLINA
CHARLIE MELANCON, LOUISIANA
JOHN BARROW, GEORGIA
BARON P. HILL, INDIANA

ONE HUNDRED TENTH CONGRESS

U.S. House of Representatives
Committee on Energy and Commerce
Washington, DC 20515-6115

JOHN D. DINGELL, MICHIGAN
CHAIRMAN

JOE BARTON, TEXAS
RANKING MEMBER
RALPH M. HALL, TEXAS
FRED UPTON, MICHIGAN
CLIFF STEARNS, FLORIDA
NATHAN DEAL, GEORGIA
ED WHITFIELD, KENTUCKY
BARBARA CUBIN, WYOMING
JOHN SHIMKUS, ILLINOIS
HEATHER WILSON, NEW MEXICO
JOHN B. SHADEGG, ARIZONA
CHARLES W. "CHIP" PICKERING, MISSISSIPPI
VITO FOSSELLA, NEW YORK
ROY BLUNT, MISSOURI
STEVE BUYER, INDIANA
GEORGE RADANOVICH, CALIFORNIA
JOSEPH R. PITTS, PENNSYLVANIA
MARY BONO MACK, CALIFORNIA
GREG WALDEN, OREGON
LEE TERRY, NEBRASKA
MIKE FERGUSON, NEW JERSEY
MIKE ROGERS, MICHIGAN
SUE MYRICK, NORTH CAROLINA
JOHN SULLIVAN, OKLAHOMA
TIM MURPHY, PENNSYLVANIA
MICHAEL C. BURGESS, TEXAS
MARSHA BLACKBURN, TENNESSEE

DENNIS B. FITZGIBBONS, CHIEF OF STAFF
GREGG A. ROTHSCHILD, CHIEF COUNSEL

May 20, 2008

Mr. Jeffrey B. Kindler
Chairman and CEO
Pfizer, Inc.
235 East 42nd Street
New York, NY 10017

Dear Mr. Kindler:

Under Rules X and XI of the Rules of the U.S. House of Representatives, the Committee on Energy and Commerce and its Subcommittee on Oversight and Investigations are investigating misleading and deceptive practices in direct-to-consumer (DTC) advertising of prescription pharmaceutical products.

In our hearing on May 8, 2008, we asked several questions related to DTC advertising, but we did not obtain adequate assurances that your company's future business practices would reduce misleading and deceptive DTC advertisements.

Therefore, we ask if you will commit Pfizer, Inc., to the following guidelines:

1. Follow the American Medical Association's guidelines regarding the use of actors and health professionals in DTC advertisements.
2. To not market products in DTC advertisements until a valid outcomes study of the product is completed and results are released.
3. Place a two-year DTC advertisement moratorium on new prescription drug products, as recommended by the Institute of Medicine.
4. To not market off-label uses for prescription products in DTC advertisements.
5. Add the Food and Drug Administration's (FDA) toll-free MedWatch phone number in all your DTC advertisements.

Mr. Jeffrey B. Kindler
Page 2

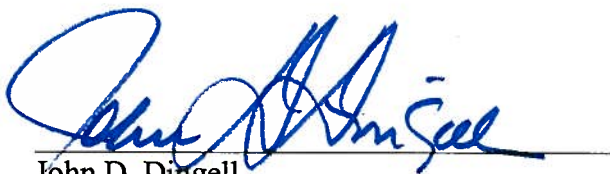
We also ask that you answer one additional question that was not asked at the hearing:

6. If a product of Pfizer, Inc. is required by FDA to include a "black box" warning in its labeling, will Pfizer, Inc. commit to add these "black box" warnings in DTC ads for any such product?

Given the failure of the company witness to answer these questions at the May 8, 2008, hearing, your response as Chairman and CEO of Pfizer, Inc. is required. Please deliver your written response to the Subcommittee on Oversight and Investigations of the Committee on Energy and Commerce, Room 316, Ford House Office Building. We ask for your immediate response as we are considering a second hearing on DTC advertising, and your answers will determine the nature as well as the role of you and your company in the hearing.

Thank you for your prompt attention to this matter. If you have any questions about this request, please contact us or have your staff contact John F. Sopko or Paul Jung with the Committee staff at (202) 226-2424.

Sincerely,



John D. Dingell
Chairman



Bart Stupak
Chairman
Subcommittee on Oversight and Investigations

cc: The Honorable Joe Barton, Ranking Member
Committee on Energy and Commerce

The Honorable John Shimkus, Ranking Member
Subcommittee on Oversight and Investigations