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**ALLERGY TREATMENT ZYRTEC<sup>®</sup> NOW AVAILABLE IN STORES WITHOUT A PRESCRIPTION**

**Ft. Washington, PA, January 23, 2008** – McNeil Consumer Healthcare, a division of McNEIL-PPC, Inc., announced today that the allergy treatment ZYRTEC<sup>®</sup> (cetirizine HCl) and ZYRTEC-D<sup>®</sup> 12-HOUR<sup>®</sup> are now available without a prescription in stores nationwide\*.<sup>1</sup> Allergy sufferers can now find ZYRTEC-D<sup>®</sup> 12-HOUR<sup>®</sup> and ZYRTEC<sup>®</sup>, the number one prescribed allergy medication in the U.S.\*\*, on store shelves in the original prescription strength.<sup>1</sup> ZYRTEC<sup>®</sup> is a once-a-day medication for adults and children<sup>1</sup> that relieves symptoms due to perennial and seasonal allergic rhinitis, commonly referred to as indoor and outdoor upper respiratory allergies.<sup>1</sup> ZYRTEC<sup>®</sup> also relieves itching due to hives.<sup>1</sup>

“Physicians have been prescribing ZYRTEC<sup>®</sup> for the last decade to help patients manage their indoor and outdoor allergy symptoms,”<sup>1</sup> said Ashley McEvoy, President, McNeil Consumer Healthcare. “Now that ZYRTEC<sup>®</sup> is stocked on store shelves, allergy sufferers can easily get the effective allergy relief they need, and for many, ZYRTEC<sup>®</sup> will cost up to one-third less than prescription ZYRTEC<sup>®</sup>.”<sup>2</sup>

ZYRTEC<sup>®</sup> is available over-the-counter in 10mg tablets, 5mg and 10mg chewable tablets, and 1mg/mL syrup to relieve allergy symptoms of sneezing, runny nose and watery eyes for 24 hours.<sup>1</sup> ZYRTEC-D<sup>®</sup> 12-HOUR<sup>®</sup>, which is available in stores behind the counter, combines ZYRTEC<sup>®</sup> with a decongestant and provides the added benefit of relieving nasal congestion in a 12-hour extended release tablet.<sup>1</sup>

\*In most states

\*\*Based on IMS total prescriptions from 2004-2007

“Now that ZYRTEC<sup>®</sup> can be found in stores where over-the-counter medications are sold, allergy sufferers don’t have to see an allergist or other healthcare professional before going to buy the treatment they need,” said Anil Datwani, Pharm. D., AR-EX Pharmacy, Fords, New Jersey. “It’s great to have a new and effective treatment on my store shelves that will offer people needed allergy relief.”

### **ZYRTEC<sup>®</sup> Arrives With a Burst of Spring**

To celebrate the availability of ZYRTEC<sup>®</sup> on store shelves without a prescription, visitors to New York City’s Central Park can escape the cold and experience a virtual spring at the Spring Wonderland Dome, sponsored by ZYRTEC<sup>®</sup>, from January 24-27. Admission to the Spring Wonderland Dome is free, and visitors get complimentary hot chocolate while experiencing fun-filled activities and entertainment.

### **About ZYRTEC<sup>®</sup>**

ZYRTEC<sup>®</sup> is an antihistamine that helps block the action of histamine to help relieve symptoms caused by allergy triggers such as dust, mold and pet dander, tree pollen, weeds and grasses.<sup>3A,3B</sup> ZYRTEC<sup>®</sup> has proven to be generally well-tolerated.<sup>1</sup> In studies, ZYRTEC<sup>®</sup> began working within one hour and showed continued symptom relief for a full-24 hours from a single dose.<sup>1</sup> The most common side effects included drowsiness, tiredness, and dry mouth.<sup>1</sup> For more information about ZYRTEC<sup>®</sup>, visit [www.Zyrtec.com](http://www.Zyrtec.com).

### **About Allergies**

Millions of Americans suffer from allergies, including indoor and outdoor.<sup>3C</sup> Allergies are caused when a person’s body overreacts to normally harmless substances.<sup>3D</sup> These substances are often referred to as triggers.<sup>3E</sup> People can experience allergy triggers anytime throughout the year that can lead to both indoor and outdoor allergies.<sup>3D</sup> Indoor allergies can occur year round and are triggered by substances such as mold, dust, and pet dander.<sup>3B</sup> These allergens are often inhaled through the nose and mouth, putting the allergens in contact with the immune cells in the lining of the nose, mouth, throat, and airways of the lungs causing an allergic response.<sup>3B</sup>

Similarly, outdoor allergies can occur when outdoor allergens such as pollens from grasses, weeds and trees are inhaled through the nose and mouth into the lungs causing an allergic response.<sup>3C</sup> Those who suffer from outdoor allergies are often affected by allergies in the spring and fall.<sup>3F</sup> Symptoms for both indoor and outdoor allergies can include itchy, watery eyes, itchy nose, or throat, sneezing and runny nose.<sup>4A</sup>

## **About McNeil Consumer Healthcare**

McNeil Consumer Healthcare Division of McNEIL-PPC, Inc., a subsidiary of Johnson & Johnson, markets a broad range of well-known and trusted over-the-counter (OTC) products. McNeil Consumer Healthcare is most widely recognized for the complete line of TYLENOL® acetaminophen products, the leading pain reliever brand in the adult and pediatric categories. The TYLENOL® product line consists of hundreds of products across a variety of pain categories including: arthritis pain, pain with accompanying sleeplessness and upper respiratory. Other McNeil Consumer Healthcare brands include BENADRYL® allergy medicines; IMODIUM® A-D anti-diarrheal; MOTRIN® IB; PediaCare® upper respiratory medicines for children; ROLAIDS® antacid products; ST. JOSEPH® Adult Regimen Aspirin; and SUDAFED® and SUDAFED PE® nasal decongestants.

This press release contains "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations of future events. If underlying assumptions prove inaccurate or unknown risks or uncertainties materialize, actual results could vary materially from the Company's expectations and projections. Risks and uncertainties include general industry conditions and competition; economic conditions, such as interest rate and currency exchange rate fluctuations; technological advances and patents attained by competitors; challenges inherent in new product development, including obtaining regulatory approvals; domestic and foreign health care reforms and governmental laws and regulations; and trends toward health care cost containment. A further list and description of these risks, uncertainties and other factors can be found in Exhibit 99 of the Johnson & Johnson Annual Report on Form 10-K for the fiscal year ended December 31, 2006. Copies of this Form 10-K, as well as subsequent filings, are available online at [www.sec.gov](http://www.sec.gov), [www.jnj.com](http://www.jnj.com) or on request from Johnson & Johnson. The Company does not undertake to update any forward-looking statements as a result of new information or future events or developments.

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## REFERENCES:

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