



Tim Schigel

shareThis

250 Cambridge Ave.

Palo Alto, CA 94306

June 8, 2011

Dear Tim Schigel,

On behalf of the board of the Partnership for Safe Medicines, I write to you today to ask you to help avert a global health crisis: the sale and advertising of counterfeit drugs by rogue online pharmacies through online advertising.

For more than 10 years we have warned the public about fake online pharmacies that peddle counterfeit drugs online under the guise of "saving money". Many more products are illegally diverted to the United States or are not even approved for sale. Sadly fake pharmaceuticals have very real consequences. Whether they injure their recipients by failing to address the condition, or because they contain toxins such as heavy metals or antifreeze, they do indeed injure or kill their recipients.

The United States has the most secure pharmaceutical supply chain in the world, but over the last ten years the five major search engines (Google, Yahoo!, Bing, Ask, and AOL) have all seen how rogue online pharmacies peddle their counterfeit drugs to Americans through online advertising. They have now all publicly refused to do business with them.

The best practice they have adopted, using the National Association of Boards of Pharmacy's (NABP) Verified Internet Pharmacy Practice Sites (VIPPS) and Veterinarian-VIPPS as a certification authority, has notably reduced the access to online advertising that these criminals have previously enjoyed.

We have examined your website and cannot find evidence that you have adopted these industry best practices for your advertising clients. Your role in the online advertising sphere is significant: Comscore's assessment of your advertising reach says that you touched 82% of Americans in April 2011.

We urge you today to publicly adopt the following editorial guidelines for your online advertising customers:

- Only permit VIPPS and VET-VIPPS certified pharmacies to advertise.
- Restrict these licensed pharmacies to only targeting their ads to consumers within the jurisdiction in which they are licensed to dispense drugs. (For example, only online pharmacies licensed in the U.S. can advertise to the U.S.)



We hope that you will implement these best practices that have been publicly adopted by Google, Yahoo!, Microsoft, AOL, and Ask, and we look forward to working with you to help curb the counterfeit drug epidemic.

Sincerely,

Marv Shepherd, President, Partnership for Safe Medicines
Director, Center for Pharmacoeconomic Studies
College of Pharmacy, University of Texas-Austin

Bryan A. Liang MD, JD, PhD, Vice President, Partnership for Safe Medicines
E. Donald Shapiro Distinguished Professor
Executive Director, Institute of Health Law Studies, California Western School of Law
Professor of Anesthesiology
Director, San Diego Center for Patient Safety, University of California San Diego School of Medicine

Thomas T. Kubic, Board Member, Partnership for Safe Medicines
President, Pharmaceutical Security Institute

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<http://www.safemedicines.org/>
8100 Boone Blvd.
Suite 220
Vienna, VA 22182
703-679-SAFE



The Partnership for
SAFEMEDICINES

Tim Vanderhook

Specific Media

4 Park Plaza, Suite 1500

Irvine, CA 92614

June 8, 2011

Dear Tim Vanderhook,

On behalf of the board of the Partnership for Safe Medicines, I write to you today to ask you to help avert a global health crisis: the sale and advertising of counterfeit drugs by rogue online pharmacies through online advertising.

For more than 10 years we have warned the public about fake online pharmacies that peddle counterfeit drugs online under the guise of "saving money". Many more products are illegally diverted to the United States or are not even approved for sale. Sadly fake pharmaceuticals have very real consequences. Whether they injure their recipients by failing to address the condition, or because they contain toxins such as heavy metals or antifreeze, they do indeed injure or kill their recipients.

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Bill Demas

Turn Media Platform

835 Main St

Redwood City, CA 94063

June 8, 2011

Dear Bill Demas,

On behalf of the board of the Partnership for Safe Medicines, I write to you today to ask you to help avert a global health crisis: the sale and advertising of counterfeit drugs by rogue online pharmacies through online advertising.

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James R. Zarley

ValueClick Networks

30699 Russell Ranch Rd., Suite 250

Westlake Village, CA 91362

June 8, 2011

Dear James R. Zarley,

On behalf of the board of the Partnership for Safe Medicines, I write to you today to ask you to help avert a global health crisis: the sale and advertising of counterfeit drugs by rogue online pharmacies through online advertising.

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The Partnership for
SAFEMEDICINES

David J. Moore

24/7 Real Media

132 West 31st St

New York, NY 10001

June 8, 2011

Dear David J. Moore,

On behalf of the board of the Partnership for Safe Medicines, I write to you today to ask you to help avert a global health crisis: the sale and advertising of counterfeit drugs by rogue online pharmacies through online advertising.

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Iggy Fanlo

AdBrite

731 Market St., Suite 500

San Francisco, CA 94103

June 8, 2011

Dear Iggy Fanlo,

On behalf of the board of the Partnership for Safe Medicines, I write to you today to ask you to help avert a global health crisis: the sale and advertising of counterfeit drugs by rogue online pharmacies through online advertising.

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Doug Stevenson

Vibrant Media

565 5th Ave, 15th Floor

New York, NY 10017

June 8, 2011

Dear Doug Stevenson,

On behalf of the board of the Partnership for Safe Medicines, I write to you today to ask you to help avert a global health crisis: the sale and advertising of counterfeit drugs by rogue online pharmacies through online advertising.

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Joe Appendi

Collective

99 Park Ave, 5th Floor

New York, NY 10016

June 8, 2011

Dear Joe Appendi,

On behalf of the board of the Partnership for Safe Medicines, I write to you today to ask you to help avert a global health crisis: the sale and advertising of counterfeit drugs by rogue online pharmacies through online advertising.

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Dilip DaSilva

Tribal Fusion

2200 Powell St.

Emeryville, CA 94608

June 8, 2011

Dear Dilip DaSilva,

On behalf of the board of the Partnership for Safe Medicines, I write to you today to ask you to help avert a global health crisis: the sale and advertising of counterfeit drugs by rogue online pharmacies through online advertising.

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