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

Partnership for Safe Medicines
http://www.safemedicines.org/
8100 Boone Blvd.  
Suite 220  
Vienna, VA 22182  
703-679-SAFE
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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Suite 220
Vienna, VA 22182
703-679-SAFE
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.

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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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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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.

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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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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8100 Boone Blvd.
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703-679-SAFE
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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June 8, 2011

Dear Joe Apprendi,

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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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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