



Abbott Nutrition
Abbott Laboratories
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June 2010

The following is an announcement regarding important changes to the Ensure product line.

Product Line Addition

Exciting Innovation from Ensure !



Abbott Nutrition is pleased to announce the launch of two new groundbreaking products from Ensure®: **Ensure Clinical Strength** and **Ensure Muscle Health**. Both products have Abbott Nutrition's proprietary ingredient, *Revigor™* (CaHMB), to help maintain and rebuild lean body mass (LBM) that may be lost due to aging or illness, injury, or surgery.

Loss of LBM can be devastating to patients trying to recover from a medical event. New **Ensure Clinical Strength** and **Ensure Muscle Health** both have *Revigor* to help maintain and rebuild LBM to help patients feel stronger, remain independent, and recover more quickly from illness, injury or surgery. In addition to *Revigor*, **Ensure Clinical Strength** also has *Immune Balance* to help promote digestive tract health, and extra calories to help patients gain or maintain a healthy weight when a normal diet may not be enough.

Both new products are available in delicious Homemade Vanilla and Creamy Milk Chocolate flavors and will be available for order beginning **August 9, 2010** (date is subject to change).

NEW PRODUCT PRICING

Item Description	Contract Pricing
Ensure® Clinical Strength Vanilla 8oz Bottle Inst, #56564	See Included Spreadsheet
Ensure® Clinical Strength Chocolate 8oz Bottle Inst, #56562	See Included Spreadsheet
Ensure® Muscle Health Vanilla 8oz Bottle Inst, #56558	See Included Spreadsheet
Ensure® Muscle Health Chocolate 8oz Bottle Inst, #56560	See Included Spreadsheet

PRODUCT CODES

List Number	Unit UPC Code	Case UPC Code	SCC Code	NDC-Format Code
56564	0-70074-56565-1	0-70074-56564-4	0-0070074-56564-4	Pending
56562	0-70074-56563-7	0-70074-56562-0	0-0070074-56562-0	Pending
56558	0-70074-56559-0	0-70074-56558-3	0-0070074-56558-3	Pending
56560	0-70074-56561-3	0-70074-56560-6	0-0070074-56560-6	Pending

PRODUCT SPECIFICATIONS

List Number	Units /Cs	Case Size L x W x H (Inches)	Case Weight (Pounds)	Total Pallet Load Weight (Pounds)	Cases/ Tier	Tiers/ Pallet	Total Cases / Pallet	Total Pallet Load Height (Inches)
56564	24	14.375 x 9.625 x 5.625	16	Net 2,080 Gross 2,135	13	10	130	61.250
56562								
56558								
56560								

Product Line Addition

Due to limited demand, Abbott Nutrition will be discontinuing the Ensure and Ensure Plus Coffee Latte flavor in August, 2010 (date subject to change). This great flavor will still be available for purchase in retail stores. If you are looking for flavor variety, consider adding delicious Rich Dark Chocolate to your formulary as a replacement for Coffee Latte.

List Number	Unit UPC Code	Case UPC Code	SCC Code	NDC-Format Code
51738	0-70074-51739-1	0-70074-51738-4	0-0070074-51738-4	70074-0517-39
51740	0-70074-51741-4	0-70074-51740-7	0-0070074-51740-7	70074-0517-41

Label Change

The entire Ensure portfolio will be getting a whole new look by the end of the year! These labels were designed to look clean and fresh, with improved communication about the product benefits and key ingredients. As part of this update, the current Ensure Nutrition Shakes will be transitioning to Ensure Immune Health. Ensure Plus will also have a new label. There will not be pricing or list number changes with this transition. These labels will be manufactured beginning in **June 2010** and will be shipped as they become available.



No changes in list numbers or pricing

We value your business. If you have any questions regarding our new products, your Abbott Nutrition Sales Representative, Steve Bonaccorsi (800-986-7611) or the Abbott Nutrition Consumer Relations representatives (800-227-5767) are trained to assist you and are excited to share Abbott's latest innovation with you.

Thank you,

Jarod Perkins
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Abbott Nutrition, a division of Abbott Laboratories Inc.