

GLAXOSMITHKLINE INTRODUCES 'HEPPOS' – The Real Life Superheroes

"Heppos hai Jaundice ke dushman. Liver ke dost"

Mumbai, May 10, 2006: GlaxoSmithKline, the world leader in preventive healthcare solutions and India's number one vaccine company introduced **HEPPOS** - an innovative public awareness initiative to combat the incidence of jaundice (hepatitis). '*Jaundice ke dushman*' and '*liver ke dost*' - these lively, adorable characters will provide vital information to help people protect their liver, their life and their loved ones from two of the most prevalent causes of jaundice. Through the **HEPPOS**, GlaxoSmithKline reintroduces their bouquet of hepatitis vaccines - for Hepatitis A, Hepatitis B and a combination vaccine for Hepatitis A&B, namely, Havrix, Engerix-B and Twinrix.

HEPPOS are fun loving advocates of good health free from common causes of viral hepatitis. The three characters A-RIX, B-RIX and AB-RIX will talk about Hepatitis A & Hepatitis B and educate people and dispel myths about the disease. This campaign has been launched to kick off the Hepatitis Awareness Month in May.



"Not many know that jaundice is not a disease, it is a symptom. The disease causing this condition could be viral hepatitis, amongst which Hepatitis A & B are most common. Studies have shown that in India Hepatitis A virus causes 65% of Acute Liver Failure and 50% of Fulminant Hepatic Failure. GSK has been a leader in building consumer awareness through education campaigns and we are proud to present the new superheroes who will champion the cause spreading awareness on vaccine preventable Hepatitis", said Dr Sanjoy K Datta, Director of Clinical R&D and Medical Affairs of GSK Biologicals – South Asia.



The **HEPPOS** campaign is an innovative foray to create consumer awareness on a serious disease like Hepatitis by the pharmaceutical giant – GlaxoSmithKline. An extremely engaging and pioneering approach has been employed to introduce the **HEPPOS** across nine cities, viz. Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad,

Pune, Ahmedabad and Coimbatore. This unique initiative will be rolled out through mass media and outdoor campaigns as well as a distinctive direct to consumer outreach programme. The **HEPPOs** will now be seen on hoardings, buses, trains, newspapers and at prominent malls – where life-size **HEPPOs** will interact with children and their parents.

GlaxoSmithKline Biologicals (GSK Biologicals), one of the world's leading vaccine manufacturers, is located in Rixensart, Belgium. Belgium is the centre of all GlaxoSmithKline's activities in the field of vaccine research, development and production. GSK Biologicals employs more than 1000 research scientists who are devoted to discovering new vaccines and developing more cost-effective and convenient combination products to prevent infections that cause serious medical problems worldwide. In India, the division leads the represented vaccine market with a 51% market share.

In 2004, GSK Biologicals distributed more than 1.5 billion doses of vaccines to 168 countries in both the developed and developing world, an average of 45 doses per second. Approximately 140 million of the 1.5 billion vaccine doses delivered last year were combined pediatric vaccines that protect the world's children against a minimum of 3 and up to 6 diseases in one go. For information, visit GlaxoSmithKline's website at www.gsk-bio.com.

GlaxoSmithKline - one of the world's leading research-based pharmaceutical and healthcare companies - is committed to improving the quality of human life by enabling people to do more, feel better and live longer.

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