

DROWSY DRIVING PREVENTION WEEK™¹ DRIVES MOTORISTS TO STEER CLEAR OF SEDATING MEDICATIONS

KENILWORTH, NJ, Nov. 8, 2007 – According to a National Sleep Foundation (NSF) poll, 60 percent of adults admit to operating a vehicle while feeling tired, and more than one-third say they have actually fallen asleep behind the wheel. This staggering statistic represents an estimated 103 million American drivers.² To help raise awareness of the dangers of drowsy driving, the National Sleep Foundation created the first-ever Drowsy Driving Prevention Week™ (November 5-11, 2007). This national campaign provides valuable resources for drivers, including a list of risk factors such as taking sedating cold and allergy medicines. The maker of CLARITIN® helped sponsor this event in order to raise awareness that there are non-drowsy allergy treatments available over-the-counter that are safe to use when driving.

“Allergies can make people feel foggy, and if they choose an allergy medication that may cause drowsiness, they put themselves at risk for nodding off behind the wheel and potentially harming themselves or others,” said Marjorie Slankard, MD, allergist and clinical professor of medicine at the Columbia University College of Physicians and Surgeons. “It’s important that people with allergies read the label of their medication so they understand the side effects they may experience – and choose a non-sedating medicine whenever they are going to be driving.”

CLARITIN® is non-sedating, so it relieves indoor and seasonal allergy symptoms without causing drowsiness. Some other allergy medications such as prescription Zyrtec® carry cautions in their advertising about the occurrence of drowsiness. In fact, their labeling urges consumers to exercise caution when driving a car or operating dangerous machinery.

As the holiday season approaches, many people will spend more time behind the wheel as they head out of town. Before taking antihistamines and driving, it is important to know which medicines to take when driving.

About Drowsy Driving Prevention Week™

¹ Trademark of National Sleep Foundation.

² National Sleep Foundation. Facts and Stats. Available at: http://www.drowsydriving.org/site/c.lqLPIROCKtF/b.3338585/k.8AB2/Facts_and_Stats.htm. Last accessed November 4, 2007.

As part of the national campaign, the NSF has developed a free drowsy driving prevention toolkit, downloadable at www.DrowsyDriving.org. The toolkit includes educational materials, fact sheets, presentations, and a “contract” through which young drivers can pledge to their parents that they will honor safe driving practices. NSF also will issue a “State of the States” report outlining educational, public awareness, law enforcement, and legislative activities related to drowsy driving for all 50 states.

For more information about Drowsy Driving Prevention Week, visit www.DrowsyDriving.org.

About CLARITIN®

All CLARITIN® brand products are available without a prescription, including: CLARITIN® Tablets, a once-daily full prescription strength, non-drowsy formulation; CLARITIN® RediTabs® Tablets, a novel once-daily formulation in a quickly dissolving tablet for ages 6 and older; CLARITIN-D® 24-hour and 12-hour Extended Release Tablets, with the decongestant pseudoephedrine now located behind the counter; CHILDREN’S CLARITIN® Syrup, a liquid formulation for children ages 2 and older in grape and fruit flavors; CHILDREN’S CLARITIN® Grape Chewables, a chewable tablet for children ages 2 and older; and CLARITIN Hives Relief™ tablets, the first-ever indication for the over-the-counter (OTC) relief of itching due to hives.

CLARITIN® is the No. 1 physician-recommended and pediatrician-recommended over-the-counter antihistamine brand for allergic rhinitis. The CLARITIN® Rx-to-OTC switch in 2002 was the largest switch ever—and the first and only for a non-sedating antihistamine. For more information on allergies and treatment, visit www.CLARITIN.com.

About Schering-Plough

Schering-Plough Consumer Health Care is the U.S. over-the-counter (OTC) and consumer products business unit of Schering-Plough Corporation (NYSE: SGP), a global science-based health care company with leading prescription, consumer and animal health products. Through internal research and collaborations with partners, Schering-Plough discovers, develops, manufactures and markets advanced drug therapies to meet important medical needs. Schering-Plough’s vision is to earn the trust of the physicians, patients and customers served by its more than 33,500 people around the world. The company is based in Kenilworth, N.J., and its Web site is www.schering-plough.com.