

MEDICAL MONITORS LIMITED

5th November 2003

Pfizer & Medical Monitors Confirm UK Monitoring Program

- ❖ **LOI from Pfizer confirming sponsorship and support**
- ❖ **World's largest cardiovascular management program**
- ❖ **Pfizer is world's largest pharmaceutical company**

Medical Monitors Limited (ASX:MDM) is pleased to advise that Pfizer Global Pharmaceuticals have signed a letter of intent confirming support and sponsorship for E-Medicine Services Limited.

E-Medicine Services, a UK subsidiary of Medical Monitors, operates a blood pressure monitoring services based on the BPfone™.

Pfizer will contribute their support and sponsorship for E-Medicine Services to operate the world's largest cardiovascular management program in the United Kingdom. In addition to marketing and promotional support, Pfizer's medical representatives will distribute the program to doctors nationwide. It is anticipated that the value this contribution will exceed £1 million (\$A2.4 million) for the program.

The program will identify the most effective medications for each patient and enable doctors to better manage their patients with high cardiovascular risk. It is estimated that about 12 million people suffer from high blood pressure in the UK, yet only 9% of those taking treatment achieve normal blood pressure. It is intended that more than 50,000 patients will be monitored and treated over the first 2 years.

Pfizer Global Pharmaceuticals is the world's largest pharmaceutical company with revenues exceeding \$US32.4 billion last year and more than 120,000 employees worldwide. Their leading cardiovascular products, Lipitor and Norvasc, accounted for sales of more than \$US10 billion worldwide in 2002.

For further information, please contact Dr Allan Shell on (02) 9344 8100.