Press Release for immediate release

**TEVA ANNOUNCES LAUNCH OF GENERIC ZEMPLAR®
IN THE UNITED STATES**

Jerusalem, October 1, 2013 – Teva Pharmaceutical Industries Ltd. (NYSE: TEVA) announces the launch of the generic equivalent to Zemplar® (paricalcitol) tablets in the United States as of September 30, 2013. Teva was first to file, making the product eligible for 180 days of marketing exclusivity.

Zemplar® (paricalcitol) Capsules are an active form of vitamin D used to prevent and treat secondary hyperparathyroidism (increased parathyroid hormone levels) in patients with Stage 3 or Stage 4 chronic kidney disease and in Stage 5 patients on dialysis. It is an active form of vitamin D. Marketed by AbbVie Inc., Zemplar® had annual sales of approximately $115 million in the United States, according to IMS data as of June 30, 2013.

About Teva
Teva Pharmaceutical Industries Ltd. (NYSE: TEVA) is a leading global pharmaceutical company, committed to increasing access to high-quality healthcare by developing, producing and marketing affordable generic drugs as well as innovative and specialty pharmaceuticals and active pharmaceutical ingredients. Headquartered in Israel, Teva is the world's leading generic drug maker, with a global product portfolio of more than 1,000 molecules and a direct presence in about 60 countries. Teva's branded businesses focus on CNS, oncology, pain, respiratory and women's health therapeutic areas as well as biologics. Teva currently employs approximately 46,000 people around the world and reached $20.3 billion in net revenues in 2012.

Teva's Safe Harbor Statement under the U. S. Private Securities Litigation Reform Act of 1995:
This release contains forward-looking statements, which express the current beliefs and expectations of management. Such statements are based on management's current beliefs and expectations and involve a number of known and unknown risks and uncertainties that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to develop and commercialize additional pharmaceutical products, including our ability to develop, manufacture, market and sell biopharmaceutical products, competition for our innovative products, especially COPAXONE® (including competition from innovative orally-administered alternatives, as well as from potential purported generic equivalents), competition for our generic products (including from other pharmaceutical companies and as a result of

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increased governmental pricing pressures), competition for our specialty pharmaceutical businesses, our ability to achieve expected results through our specialty, including innovative, R&D efforts, the effectiveness of our patents and other protections for innovative products, decreasing opportunities to obtain U.S. market exclusivity for significant new generic products, our ability to identify, consummate and successfully integrate acquisitions, the effects of increased leverage as a result of recent acquisitions, the extent to which any manufacturing or quality control problems damage our reputation for high quality production and require costly remediation, our potential exposure to product liability claims to the extent not covered by insurance, increased government scrutiny in both the U.S. and Europe of our agreements with brand companies, potential liability for sales of generic products prior to a final resolution of outstanding patent litigation, our exposure to currency fluctuations and restrictions as well as credit risks, the effects of reforms in healthcare regulation and pharmaceutical pricing and reimbursement, any failures to comply with complex Medicare and Medicaid reporting and payment obligations, governmental investigations into sales and marketing practices (particularly for our specialty pharmaceutical products), uncertainties surrounding the legislative and regulatory pathways for the registration and approval of biotechnology based products, adverse effects of political or economical instability, corruption, major hostilities or acts of terrorism on our significant worldwide operations, interruptions in our supply chain or problems with our information technology systems that adversely affect our complex manufacturing processes, any failure to retain key personnel or to attract additional executive and managerial talent, the impact of continuing consolidation of our distributors and customers, variations in patent laws that may adversely affect our ability to manufacture our products in the most efficient manner, potentially significant impairments of intangible assets and goodwill, potential increases in tax liabilities, the termination or expiration of governmental programs or tax benefits, environmental risks and other factors that are discussed in our Annual Report on Form 20-F for the year ended December 31, 2012 and in our other filings with the U.S. Securities and Exchange Commission. Forward-looking statements speak only as of the date on which they are made and the Company undertakes no obligation to update or revise any forward looking statement, whether as a result of new information, future events or otherwise.

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לפרסום | הודעה לעיתונות

טבע מכריזה על השקה בלעדית לגרסה הגנרית של ®ZEMPLAR בארה"ב

ירושלים, 20 בספטמבר, 2013 – טבע תעשיות פרמצבטיות בע"מ (NYSE: TEVA) הכריזה היום על השקת הגרסה הגנרית בארה"ב של טבליות ®Zemplar (paricalcitol). הטבליות זמינות בשוק מה- 30 בספטמבר, 2013. טבע היתה החברה הראשונה להגיש (first to file) ועל כן המוצר שלה זכאי ל-180 ימים של בלעדיות בשיווק.

טבליות ® Zemplar הן גרסה פעילה של ויטמין D שמשמשות לטיפול ומניעה של hyperparathyroidism משנית (רמות מוגברות של הורמון יותרת התריס) בקרב מטופלים עם שלב 3 או 4 של מחלת כליות כרונית ושלב 5 בקרב מטופלים בדיאליזה.

®Zemplar משווקת ע"י AbbVie. לתרופה היו מכירות שנתיות בארה"ב של 115$ מיליון, עפ"י נתוני IMS נכון ל-30 ביוני 2013.

אודות טבע

טבע תעשיות פרמצבטיות בע"מ (NYSE: TEVA) היא חברת תרופות גלובלית המחויבת לפיתוח ולשיווק תרופות באיכות גבוהה בהישג יד בכל מקום בעולם. החברה, שבסיסה בישראל, עוסקת ביצור תרופות גנריות, תרופות ייחודיות וממותגות ובייצור חומרי גלם פעילים לתעשייה הפרמצבטית.

טבע מובילה את שוק התרופות הגנריות העולמי, עם נוכחות ביותר מ-60 מדינות ועם סל תרופות של למעלה מ-1,000 מולקולות הנמכר ביותר מ-120 שווקים. התרופות הייחודיות והממותגות של החברה מתמקדות בתחומי מערכת העצבים המרכזית, האונקולוגיה, הכאב, הנשימה ובריאות האישה, כמו גם בתחום התרופות הביולוגיות. טבע מעסיקה כיום כ- 46,000 איש. מכירות החברה הסתכמו בשנת 2012 ב- 20.3 מיליארד דולר.

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