

NOTICE OF PROPOSED SETTLEMENT OF CANADIAN BEXTRA AND CELEBREX LITIGATION

PLEASE READ CAREFULLY. IGNORING THIS NOTICE WILL AFFECT YOUR LEGAL RIGHTS

WHAT IS THE PROPOSED SETTLEMENT AND WHO IS INCLUDED?

A **CLASS ACTION SETTLEMENT HAS BEEN REACHED** in litigation regarding the prescription medications **Bextra** and **Celebrex**. To become effective, the settlement will require court approval. If you or someone you know is a Canadian who purchased and/or ingested Bextra and/or Celebrex you may be entitled to receive compensation for certain injuries including myocardial infarction (heart attack), ischemic stroke, Severe Cutaneous Adverse Reaction, or other cardiac or vascular events. Compensation ranges from between \$5,000 and \$100,000 depending on the injury and additional compensation may be claimed for income loss, some of the costs of purchasing Bextra and/or Celebrex, and compensation for family members. The proposed Settlement provides for the creation of a \$12 million (CDN) Settlement Fund which will pay for these benefits, as well as the costs of administering Settlement and legal fees.

OPTING OUT

If you do not wish to be bound by this settlement, you must take active steps by “Opting Out”. To Opt Out, you must fully complete and submit an Opt Out Form to the Claims Administrator by the Opt Out Deadline of **November 1, 2011**. If you Opt Out, you will **NOT** be able to make a claim under the Settlement.

OBJECTING TO THE PROPOSED SETTLEMENT

In order for the Settlement to become effective, it must be approved by the Courts in Québec and Ontario. If you wish to object to the settlement, you must submit a written objection by **no later than November 1, 2011** to the Claims Administrator at the address listed below and you may attend at court on the following dates:

In Québec, on **December 2, 2011 at 9:30 a.m.** at the Superior Court of Québec, 1 Notre-Dame East, Montreal, Québec.

In Ontario, on **November 29, 2011 at 10:00 a.m.** at the Ontario Superior Court of Justice, 361 University Avenue, Toronto, Ontario.

PARTICIPATING IN THE PROPOSED SETTLEMENT

If the proposed Settlement is approved by the Québec and Ontario Courts, you will have a limited amount of time within which to submit a claim for compensation. You may download a Claim Package now from www.bextracelebrexsettlement.ca or you may request a Claim Package from the Claims Administrator.

FOR MORE INFORMATION:

If you have questions about the proposed Settlement and/or would like to obtain more information, please contact the Claims Administrator, Collectiva Class Action Services Inc. for more information at:

www.bextracelebrexsettlement.ca

285 d'Youville, suite 9, Montréal, Québec H2Y 2A4

1-800-287-8587

You can also contact Class Counsel at any of the following firms:

McPhadden Samac Tuovi LLP

Lawyers

300-8 King St. E.

Toronto, ON M5C 1B5

Bryan C. McPhadden

Tel: (416) 363-5195

Fax: (416) 363-7485

Rochon Genova LLP

Barristers • Avocats

900-121 Richmond St.W.

Toronto, ON M5H 2K1

Joel P. Rochon

Tel: (416) 363-1867

Fax: (416) 363-0263

Merchant Law Group LLP

Barristers & Solicitors

100-2401 Saskatchewan Dr.

Regina, SK S4P 4H8

E.F. Anthony Merchant QC

Tel: (306) 359-7777

Fax (306) 522-3299

Lauzon Bélanger Lespérance

Avocats – Attorneys

100-286 Saint-Paul West

Montreal, QC H2Y 2A3

André Lespérance

Tel : (514) 844-4646

Fax : (514) 844-7009

Merchant Law Group LLP

200-10 Notre-Dame E.

Montreal, QC H2Y 1B7

Owen Falquero

Tel : (514) 842-7776

Fax : (514) 842-6687