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**FOR IMMEDIATE RELEASE:**

**PFIZER EXPANDS PARTNERSHIP WITH IDEAS ON PURPOSE TO INCLUDE CITIZENSHIP REPORT**

February 22, 2007 New York, NY — Pfizer (NYSE:PFE) is again partnering with Ideas On Purpose, a New York studio specializing in strategic, visually compelling business communications, to produce their Annual Review. In addition, Pfizer selected Ideas On Purpose (IOP) to design and implement its suite of Corporate Citizenship materials. “Pfizer has had a change in leadership and is going through a tumultuous time. Effective communications are critical to moving the company forward” said Michelle Marks, principal at IOP. Ideas On Purpose will create a suite of materials to communicate to the market in one voice, bringing unity to Pfizer’s major corporate-wide communications.

**About Pfizer Inc**

Pfizer Inc is the largest privately funded medical research and development concern, with eight drugs topping a billion dollars in sales in 2006 and products available in more than 150 countries. Pfizer discovers, develops, manufactures and markets leading prescription medicines for humans and animals in nine major Therapeutic Areas.

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