

Technology No safe browsing as nasty hackers saturate Internet

They're hijacking popular celebrities' names — Jessica Biel, Tom Brady, Beyoncé — to get their bad links into Web searches. 3B

By Alejandro Gonzalez, USA TODAY

Pocket sized hot spot.
The MIFI™ from Sprint is a 3G mobile hot spot that gives you up to five shared WiFi connections any time.
sprint.com/mifi



MIFI 2200
by Novatel Wireless

Coverage not available everywhere. Restrictions apply.

Pfizer fined \$2.3B for illegal marketing

Unit guilty of promoting off-label uses for 4 drugs

By Rita Rubin
USA TODAY

In the largest health care fraud settlement in history, pharmaceutical giant Pfizer must pay \$2.3 billion to resolve criminal and civil allegations that the company illegally promoted uses of four of its drugs, including the painkiller Bextra, the U.S. Department of Justice announced Wednesday.

Besides Bextra, the drugs were Genodan, an anti-psychotic; Zynvox, an antibiotic; and Lyrica, an anti-epileptic drug. Once the Food and Drug Administration approves drugs, doctors can prescribe them off-label for any

Health

use, but makers can't market them for anything other than approved uses.

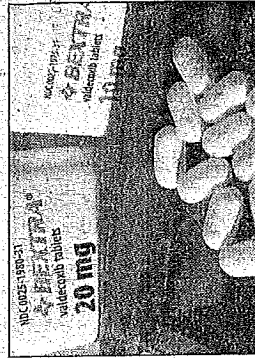
Pfizer subsidiary Pharmacia & Upjohn pleaded guilty to a felony violation for promoting off-label uses of Bextra, such as for pain relief after knee-replacement surgery.

At the FDA's request, Pfizer pulled Bextra off the market in April 2005 because of risks, including a rare, sometimes fatal, skin reaction, outweighed benefits. It had been approved only for treating rheumatoid arthritis, osteoarthritis and menstrual pain.

As part of the settlement, Pfizer will pay a criminal fine of \$1.95 billion, the largest criminal fine ever imposed in the USA for any matter, according to the Justice Department. Pharmacia & Upjohn must pay a \$105 million criminal fine.

Pfizer also has agreed to pay \$1 billion in civil damages and penalties to

Pfizer drug: Painkiller Bextra was taken off the market in 2005.



2005 Bloomberg News photo

ton of the Washington, D.C., firm Phillips & Cohen. Of the \$102 million that will be divided among six whistleblowers, Kopchinski will receive \$51.5 million.

Pfizer mentioned the settlement in January in filings with the Securities and Exchange Commission because the drugmaker had reserved \$2.3 billion on last year's books to pay for it. But the lawsuits were sealed and the investigation was ongoing at the time, so no details could be released, Justice Department spokesman Charles Miller said Wednesday. Pfizer shares closed at \$16.28, down 10 cents.

In a statement, Amy Schulman, Pfizer senior vice president and general counsel, said, "We regret certain actions taken in the past, but are proud of the action we've taken to strengthen our internal controls and pioneer new procedures."

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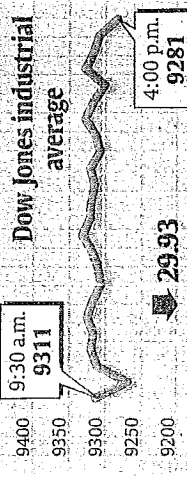
Money

SECTION B

Thursday, September 3, 2009

Moneyline

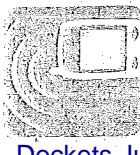
Wednesday markets



Index	Close	Change
Nasdaq composite	1967.07	▼ 1.82
Standard & Poor's 500	994.75	▼ 3.29
Treasury note, 10-year yield	3.31%	▼ 0.05
USA TODAY Internet 50	121.10	▲ 0.15
Oil, light sweet crude, barrel	\$68.05	unch.
Euro (dollars per euro)	\$1.4273	▲ 0.0060
Yen per dollar	92.15	▼ 0.80

Sources: USA TODAY research, MarketWatch.com

► Market scoreboard with currencies, 4B



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