

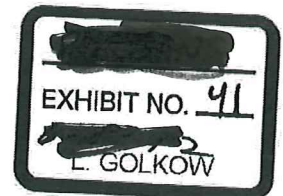
From: [REDACTED], Paul [DPYUS]
To: [REDACTED], Polly [DPYUS]; [REDACTED], Michael [DPYUS]; [REDACTED], Jeremiah [DPYUS]
Sent: 9/5/2008 12:35:39 AM
Subject: Asr platform

Team,

As you are aware, there are growing challenges with the monoblock category. We anticipate new Aust registry data which will show higher failures with monoblocks vs other cups. In addition, the chatter around ions and hypersensitivity combined with sensitivities caused by Durom have raised surgeon questions about monoblock systems. Now more than ever, we need to be very focused and aggressive with our efforts to protect and grow the ASR XL platform. This is a \$45M product with healthy margins and significant competitive advantages. ASR XL survivorship data is strong and, when used as indicated, the product performs remarkably well in the growing segment of active patients. Please continue to drive our winning ASR XL message to the field. We must also flawlessly execute the cup placement education campaign, trispike/larger size cup launch, DNI allocation, and new design rationale.

PB

Paul [REDACTED]
Director Hip Marketing
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[REDACTED]



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