

**From:** [REDACTED] Michael [DPYUS]  
**To:** [REDACTED] Paul [DPYUS]  
**Sent:** 9/5/2008 12:24:27 AM  
**Subject:** RE: Update

its all in or nothing. who is planning to scream the loudest at this point. best case might be a category issue, how do we protect pinnacle. ult xl. need to start looking at that strategy ASAP.

-----Original Message-----

**From:** [REDACTED] Paul [DPYUS]  
**Sent:** Thursday, September 04, 2008 8:21 PM  
**To:** [REDACTED] Michael [DPYUS]  
**Subject:** Re: Update

Train wreck. It is going to be an uphill battle

[REDACTED]  
Director Hip Marketing  
DePuy Orthopaedics, Inc.  
A Johnson & Johnson Company  
574-372-7020

----- Original Message -----

**From:** [REDACTED] Michael [DPYUS]  
**To:** [REDACTED] Paul [DPYUS]  
**Sent:** Thu Sep 04 20:02:19 2008  
**Subject:** RE: Update

another one.

-----Original Message-----

**From:** [REDACTED] Paul [DPYUS]  
**Sent:** Thursday, September 04, 2008 6:10 PM  
**To:** [REDACTED]@earthlink.net'; [REDACTED] Michael [DPYUS];  
[REDACTED]@orthosurg.ucsf.edu'  
**Subject:** Re: Update

If it is categorical I am less concerned. Education will be critical between now and end of year. Trispike will help as will gription on next gen cup.

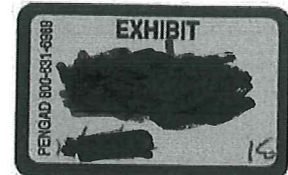
Paul [REDACTED]  
Director Hip Marketing  
DePuy Orthopaedics, Inc.  
A Johnson & Johnson Company  
574-372-7020

----- Original Message -----

**From:** Thomas [REDACTED] <schmalzried@earthlink.net>  
**To:** [REDACTED] Paul [DPYUS]; [REDACTED] Michael [DPYUS]; [REDACTED] Thomas' <[REDACTED]@orthosurg.ucsf.edu>  
**Sent:** Thu Sep 04 18:08:26 2008  
**Subject:** RE: Update

He will make the presentation today.

Thomas P. [REDACTED] M.D.



**From:** [REDACTED] Paul [DPYUS] [mailto:[REDACTED]@its.jnj.com]  
**Sent:** Thursday, September 04, 2008 2:58 PM  
**To:** [REDACTED]@earthlink.net; [REDACTED] Michael [DPYUS]; [REDACTED] Thomas; [REDACTED] Andrew [DPYUS]  
**Subject:** RE: Update

PROTECTED DOCUMENT. DOCUMENT SUBJECT TO PROTECTIVE ORDER.

DEPUY000487131

PLAINTIFFS EX. [REDACTED]

[REDACTED]

did he offer any insights into comparison of ASR vs. other monoblocks in the AOA?

Paul [REDACTED]  
Director, Hip Marketing  
DePuy, a Johnson & Johnson Company  
[REDACTED]

-----Original Message-----

From: Thomas Schmalzried [mailto:schmalzried@earthlink.net]  
Sent: Thursday, September 04, 2008 5:26 PM  
To: [REDACTED], Michael [DPYUS]; [REDACTED] Paul [DPYUS]; [REDACTED] Thomas'; [REDACTED] Andrew [DPYUS]  
Subject: Update

I have been talking with Dr. [REDACTED]. He is going to make a presentation today on new data from the Aussie registry. For the first year, the registry is reporting on survivorship by type of bearing. He gave me a "heads up" that large diameter metal-metal had the highest early revision rate (generic issues). As an example, ASR with Corail has a higher early failure rate than Pinnacle with Corail. The issue for the category seems to be initial fixation - and, per Andrew, this is the case with ASR. He believes that the tri-spike would be a great addition - but it is needed "yesterday" for damage control to the ASR brand. He also favors a scratchier surface. I will listen carefully.

He has interest in working with us. I am trying to find out what would get him excited about working with us - he has suggested that he has some "next generation" ideas but offered no details. He likes Finsbury and is frustrated with Stryker. He will probably make a decision this month. I think that some high level corporate contact is imperative. [REDACTED]?

Thomas P. [REDACTED], M.D.