



CALIFORNIA COMES OUT ON TOP IN NEW STUDY THAT INSPIRES AMERICANS TO ACHIEVE A BALANCED, HEALTHY LIFESTYLE

Centrum® Healthiest Cities Report, First of Its Kind, Shows Disparity In Health and Wellness Among America's Top 50 Metro Areas

Madison, NJ, April 19, 2005—California is ahead of most of the country when it comes to overall health, according to a study* released today, with five of its metro areas in the top 10. The Centrum Healthiest Cities Study is the first-ever comprehensive “health report card” of U.S. cities to be based on the key factors of health status, nutrition and exercise, mental health and life balance that can contribute to overall well-being.

According to the Bert Sperling “report card,” in the nationwide battle for healthiest cities, the West comes on strong. California boasts five cities in the top 10 – San Jose, San Francisco, Oakland, Sacramento and the Orange County area – plus San Diego in the #12 spot. Seattle (#4), Salt Lake City (#5) and Denver (#9) also made strong showings in the West.

To create the Wyeth sponsored Study, Bert Sperling of Sperling’s Best Places culled data on 50 U.S. cities from both public and private sources and tested each city against 50 select measures in five major categories: Physical Activity, Health Status, Nutrition, Lifestyle Pursuits, and Mental Wellness.

Top-ranked San Jose has the highest Health Status category score and rates high in the other four major categories with the exception of Mental Wellness, in which its score is barely better than average. By contrast, #2 city Washington, D.C. holds the highest Mental Wellness score, along with uniformly high scores across the other categories. The remaining top 10 healthiest cities: San Francisco (#3), Seattle (#4), Salt Lake City (#5), Oakland (#6), Sacramento (#7), Orange County, CA (#8), Denver (#9) and Austin (#10).

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The bottom 10 cities are: New Orleans (#50), San Antonio (#49), Cincinnati (#48), Cleveland (#47), Orlando (#46), Columbus (#45), Detroit (#44), New York (#43), Las Vegas (#42) and Indianapolis (#41).

“These snapshots of healthiness of U.S. metro areas help us better understand each city’s distinct character and dimension,” said Bert Sperling. “From their relative strengths and weaknesses in the five categories, one common theme emerges: nearly all city dwellers could do a better job tending to the physical, mental, social and nutritional aspects of their lives and working toward a more balanced lifestyle.”

For more information on Centrum’s Healthiest Cities, visit www.pledgeforlife.com.

The Centrum® Pledge For Life™

Centrum is releasing the new study in conjunction with the launch of the Centrum Pledge for Life, an interactive retail promotion and public awareness campaign designed to help Americans do more to improve their health by adding a multivitamin to their daily health routine.

“Americans are not always getting the essential nutrients they need from food alone, so developing the habit of taking a multivitamin every day is a simple way to help ensure that optimal daily requirements are met,” said nationally-recognized physician Dr. Kevin Soden. “Exercising, eating well, reducing stress, balancing work and leisure, and engaging in positive social relationships are among the other daily habits that can contribute to overall good health – no matter where you live.”

The Centrum Pledge for Life program invites people to answer a simple 9-question assessment about their overall health to help them determine if a multivitamin is right for them, and provides regular reminders to encourage the daily habit of taking a multivitamin along with a healthy diet. Consumers can take the Centrum Pledge for Life at selected retailers or by visiting www.pledgeforlife.com.

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About the Centrum® Healthiest Cities in America Study

Methodology

This study was conducted by Bert Sperling. The 50 most populous metropolitan statistical areas (MSAs) were chosen to be included in the study, as defined by the United State Census Bureau. For the purpose of this study, MSAs are referred to as “cities” or “metro areas.” The 2003 estimated population was used to determine the most populous 50 places. The study was based on the following criteria:

Mental Wellness

Stress index
Sleep problems
Mental health not good
Poor health- reduced usual activities
Physical health not good
General health is excellent
Low unemployment rate
High recent job growth
Cost of Living index

Lifestyle Pursuits

Commute time
Vacation days
Hours per week
Overtime hours
Social & recr. memberships
Bicycling expenditures
Camping & boating expend.
Toys, hobbies expend.
Dinner out expend.
Theater, symph, dance, opera
Musical instr. stores
Amusement parks
Dog parks

Physical Activity

Exercise - moderate
Exercise - vigorous
Some physical activity
Participant sports fees
Recr. lessons
Recr. expend.
Gyms / health clubs

Health Status

Diabetes incidence
Hypertension incidence
Arthritis incidence
Asthma incidence
High cholesterol incidence
Dental visits
Teeth cleaning
Smoking - some days
Smoking - every day
Physicians per capita

Nutrition

Multivitamin usage
BMI
Fruits & vegetable servings
Fast food outlets
Alcohol - drinks per month

Scoring

The Metropolitan Statistical Areas (MSAs) included in the study received points for each of the 50 criteria based on their relation to the other MSAs' scores in that data category. To compare categories, the most significant data element for any given category received a score of 100 points. The data element for each category which was associated with the most negative indicator of health received a score of 0 points. The remaining cities were assigned point values between 0 and 100 based on their data element's percentage of the range between the most desirable score in that category and the least desirable score in that category. In this way, the point values assigned to cities preserve the proportionality of the data points in relation to the data set while providing a common point scale. Category scores were weighted and aggregated to determine an overall Healthy City score for each metro area.

Data sources

- Behavioral Risk Factor Surveillance System (BRFSS), conducted by the U.S. Centers for Disease Control and Prevention (CDC). The Study examined two million responses

from the 1997-2003 editions of the BRFSS, which is the world's largest telephone Study, reaching over a quarter-million households annually.

- The number of respondents averaged 1,340 per metro area for these specific questions.
- Consumer expenditures from the Bureau of Labor Statistics and MediaMark (MRI). Expenditures were expressed as a percentage of each area's median household income to avoid bias towards higher spending in more affluent areas.
- U.S. Census Bureau, 2003 demographic estimates, American Community Study
- U.S. Census Bureau, 2000 Census, current year estimates by Sperling's Best Places
- American Medical Association
- All the areas in the study refer to the Metropolitan Statistical Area (MSA), as defined by the Bureau of the Census. MSAs include one or more central city and its surrounding counties.

About Sperling's Best Places

For over 16 years, Bert Sperling has been analyzing data about people and places and rating them for major publications. Sperling's concepts and methodology have been the basis of numerous studies since 1985, when he developed a software program named "Places, U.S.A." that allowed people to enter their personal preferences to find their own best place. Today, his company, Fast Forward, Inc. (the producer of BestPlaces.net) is responsible for more "Best Places" studies and projects than any other organization. His Web site, BestPlaces.net, provides accurate and up-to-date information about demographics, preferences, and the selection of "Best Places" to live, work, or retire, in a useful and entertaining format.

About Centrum®

Centrum is the leading multivitamin in the United States and the one most recommended by doctors. Centrum offers up-to-date and balanced nutritional support: regular Centrum is a complete multivitamin with vitamins, minerals and other nutrients that work to help meet your body's individual needs; Centrum® Silver® is a specially formulated multivitamin for people over 50, with higher levels of specific nutrients to help meet the needs of older adults; Centrum Performance® is a premium multivitamin formulated with higher levels of energy-essential nutrients to help optimize your body's energy level everyday; Centrum Kids® is a chewable multivitamin that provides children with more vitamins and minerals than other leading brands.

About Wyeth Consumer Healthcare

Wyeth Consumer Healthcare, a division of Wyeth, is one of the world's leaders in the development, manufacture and marketing of non-prescription medicines, vitamins and nutritional products including such established brands as Advil®, Centrum®, Chap Stick®, Dimetapp® and Robitussin®. Wyeth Consumer Healthcare also is the maker of the Centrum® family of products, including: Centrum®, Centrum® Silver®, Centrum Performance® and Centrum Kids®.

About Wyeth

Wyeth is one of the world's largest research-driven pharmaceutical and health care products companies. It is a leader in the discovery, development, manufacturing, and marketing of pharmaceuticals, vaccines, biotechnology products and non-prescription medicines that improve the quality of life for people worldwide. The Company's major divisions include Wyeth Pharmaceuticals, Wyeth Consumer Healthcare and Fort Dodge Animal Health.

CENTRUM® HEALTHIEST CITIES IN AMERICA STUDY

Top and Bottom Ten Cities

Top 10 Cities with Highest Healthiest Cities Scores

- 1) San Jose, CA
- 2) Washington, DC
- 3) San Francisco, CA
- 4) Seattle-Bellevue-Everett, WA
- 5) Salt Lake City-Ogden, UT
- 6) Oakland, CA
- 7) Sacramento, CA
- 8) Orange County, CA
- 9) Denver, CO
- 10) Austin-San Marcos, TX

Top 10 Cities with Lowest Healthiest Cities Scores

- 1) New Orleans, LA
- 2) San Antonio, TX
- 3) Cincinnati, OH-KY-IN
- 4) Cleveland-Lorain-Elyria, OH
- 5) Orlando, FL
- 6) Columbus, OH
- 7) Detroit, MI
- 8) New York, NY
- 9) Las Vegas, NV-AZ
- 10) Indianapolis, IN

Complete Rankings of the 50 Largest Cities

(Note: scores indicate percentile rankings within each category; 100 is highest, 1 is lowest)

CATEGORY SCORE

Rank	City	State	Points	Mental	Lifestyle	Activity	Health	Diet
1	San Jose	CA	1,272	55	93	87	100	93
2	Washington	DC-MD-VA-WV	1,207	100	89	85	83	95
3	San Francisco	CA	1,141	30	97	97	91	85
4	Seattle-Bellevue-Everett	WA	1,121	48	100	100	71	73
5	Salt Lake City-Ogden	UT	1,067	83	75	89	63	77
6	Oakland	CA	1,065	59	79	77	93	71
7	Sacramento	CA	1,059	32	77	81	85	91
8	Denver	CO	1,025	71	73	93	20	83
9	Orange County	CA	1,017	95	95	75	18	57
10	Austin-San Marcos	TX	999	73	69	95	2	79
11	Boston	MA-NH-ME	992	65	46	83	67	55
12	San Diego	CA	978	69	71	67	51	67
13	Minneapolis-St. Paul	MN-WI	976	93	91	91	6	40
14	Bergen-Passaic	NJ	973	91	6	61	89	51
15	Nassau-Suffolk	NY	968	79	24	73	69	48
16	Portland-Vancouver	OR-WA	958	18	83	79	44	59
17	Raleigh-Durham-Chapel Hill	NC	954	97	44	24	24	89
18	Nashville	TN	940	85	42	12	40	97
19	Baltimore	MD	933	24	26	71	48	65
20	Riverside-San Bernardino	CA	927	6	40	57	97	42
21	Phoenix-Mesa	AZ	924	38	48	63	55	61
22	Pittsburgh	PA	918	89	2	69	73	26
23	Los Angeles-Long Beach	CA	910	8	85	34	81	75
24	Philadelphia	PA-NJ	888	61	30	65	77	32
25	Newark	NJ	883	63	4	48	87	44
26	Atlanta	GA	872	67	63	59	1	69
27	Milwaukee-Waukesha	WI	834	42	67	53	42	28

28	Fort Lauderdale	FL	829	34	36	4	57	87
29	Chicago	IL	827	81	87	20	4	53
30	Kansas City	MO-KS	824	77	51	30	46	30
31	Greensboro-Winston-Salem-High Point	NC	813	46	8	6	59	81
32	Charlotte-Gastonia-Rock Hill	NC-SC	813	53	12	14	30	63
33	Miami	FL	810	20	16	2	26	100
34	St. Louis	MO-IL	807	57	81	40	32	18
35	Dallas	TX	798	75	28	44	12	34
36	Houston	TX	796	36	20	36	34	38
37	Fort Worth-Arlington	TX	788	40	32	38	61	22
38	Providence-Fall River-Warwick	RI-MA	781	14	18	46	75	14
39	Norfolk-Virginia Beach-Newport News	VA-NC	778	87	38	42	28	4
40	Tampa-St. Petersburg-Clearwater	FL	776	10	10	22	79	36
41	Indianapolis	IN	774	28	53	51	36	10
42	New York	NY	745	12	59	8	38	46
43	Las Vegas	NV-AZ	725	44	55	28	16	16
44	Detroit	MI	719	1	22	26	95	2
45	Cleveland-Lorain-Elyria	OH	702	16	34	18	65	6
46	Columbus	OH	700	51	57	55	8	1
47	Orlando	FL	683	4	65	16	10	20
48	Cincinnati	OH-KY-IN	681	2	61	32	22	8
49	San Antonio	TX	674	22	14	10	53	12
50	New Orleans	LA	582	26	1	1	14	24

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Take multivitamins as part of a healthy diet.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

***Bert Sperling and Ted Sperling, *America's Healthiest Cities, a Ranking of the 50 Largest Metro Areas*, Portland, Oregon: Sperling's BestPlaces, 2005**