



News Release  
Schering-Plough Corporation  
2000 Galloping Hill Road  
Kenilworth, New Jersey 07033-0530

**FOR IMMEDIATE RELEASE**

Media Contact: Julie Lux  
908-298-4774  
908-216-0370 (cell)

Investor Contact: Robyn Brown  
908-298-7436

**CLARITIN<sup>®</sup> SIGNS FIRST-TIME SPONSORSHIP AGREEMENT WITH ALLERGY  
SUFFERER AND NASCAR SPRINT CUP DRIVER CARL EDWARDS**

*- Partnership Drives Home Importance of Being Alert and Focused on and off the Racetrack -*

KENILWORTH, NJ, Feb. 1, 2008 – Schering-Plough (NYSE:SGP), makers of the non-drowsy allergy medication, CLARITIN<sup>®</sup>, today announced a first-time sponsorship deal with NASCAR star and allergy sufferer Carl Edwards for the 2008 Sprint Cup racing season. Edwards, a member of the Roush Fenway Racing team and 2007 Busch Series champion, will drive the No. 99 CLARITIN Ford Fusion during selected spring races, and CLARITIN branding will appear on his No. 99 Office Depot Ford Fusion and firesuit throughout the season.

Edwards, who takes CLARITIN to treat his allergy symptoms, will serve as spokesperson for the CLARITIN “Clear to Drive” campaign. He will also be featured in the CLARITIN brand’s new advertising campaign. Additionally, a sweepstakes launching later this year will give five lucky NASCAR fans the opportunity to win a trip around the track with Edwards, and one will win a Ford Mustang.

“When I’m driving at 180 miles per hour, I can’t risk taking a medicine that makes me drowsy. That’s why I only use non-drowsy CLARITIN to treat my worst allergy symptoms,” said Edwards.

“CLARITIN is proud to sponsor Carl Edwards as he pursues the 2008 NASCAR Sprint Cup Series championship,” said TJ Higgins, Group Vice President, Marketing, Schering-Plough Consumer Healthcare. “Nobody knows better than Carl how important it is to be alert and focused while driving. Like Carl, millions of allergy sufferers nationwide choose CLARITIN for effective relief from indoor and outdoor allergies without drowsiness.”

Edwards will also record a radio announcement to educate consumers about the dangers of drowsy driving, which is a growing safety problem in the U.S. and can potentially result from taking medicines that can cause drowsiness. “Drowsy driving is dangerous, and I’m pleased to be working with CLARITIN to launch the ‘Clear to Drive’ campaign. I want to make sure people know how important it is to read the labels of products and understand the potential side effects before they get behind the wheel.”

### **About Roush Fenway Racing**

Roush Fenway Racing operates 13 full-time motorsports teams, five in NASCAR Sprint Cup with drivers Matt Kenseth, Jamie McMurray, Greg Biffle, Carl Edwards and David Ragan; four in the Nationwide Series with Kenseth, Biffle, Edwards, McMurray, Ragan, Erik Darnell and Colin Braun; three in the Craftsman Truck Series with Darnell, Braun and Joey Clanton; and one in the ARCA RE/MAX Series with Ricky Stenhouse, Jr. For more information on any of the Roush Fenway Racing teams, log onto [www.RoushFenway.com](http://www.RoushFenway.com). For sponsorship inquiries, please contact Robin Johnson at 704.720.4645.

### **About CLARITIN**

All CLARITIN brand products are available without a prescription, including: CLARITIN Tablets, a once-daily full prescription strength, non-drowsy formulation; CLARITIN® RediTabs® Tablets, a novel once-daily formulation in a quickly dissolving tablet for ages 6 and older; CLARITIN-D® 24-hour and 12-hour Extended Release Tablets, with the decongestant pseudoephedrine now located behind the counter; CHILDREN’S CLARITIN® Syrup, a liquid formulation for children ages 2 and older in grape and fruit flavors; CHILDREN’S CLARITIN® Grape Chewables, a chewable tablet for children ages 2 and older; and CLARITIN Hives Relief™ tablets.

CLARITIN is the No. 1 physician-recommended and pediatrician-recommended over-the-counter antihistamine brand for allergic rhinitis. The CLARITIN Rx-to-OTC switch in 2002 was the largest switch ever—and the first and only for a non-sedating antihistamine. For more information on allergies and treatment, visit [www.CLARITIN.com](http://www.CLARITIN.com).

### **About Schering-Plough**

Schering-Plough Consumer Health Care is the U.S. over-the-counter (OTC) and consumer products business unit of Schering-Plough an innovation-driven, science-centered global health care company. Through its own biopharmaceutical research and collaborations with partners, Schering-Plough creates therapies that help save and improve lives around the world. The company applies its research-and-development platform to human prescription and consumer products as well as to animal health products. In November 2007, Schering-Plough acquired Organon BioSciences, with its Organon human health and Intervet animal health businesses, marking a pivotal step in the company's ongoing transformation. Schering-Plough's vision is to "Earn Trust, Every Day" with the doctors, patients, customers and other stakeholders served by its approximately 50,000 people around the world. The company is based in Kenilworth, N.J., and its Web site is [www.schering-plough.com](http://www.schering-plough.com).

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