



## Johnson & Johnson To Distribute Over One Million Free Copies of a Newsweek Magazine Special on Early Childhood Development

NEW BRUNSWICK, N.J., Oct. 17 --Johnson & Johnson brands are the exclusive advertisers in Your Child: From Birth to Three, a special issue of Newsweek magazine that arrives today on newsstands and in 3.1 million subscribers' homes.

Focusing on the first three years of a child's life, the magazine covers new scientific research about emotional and social development, the impact of parenting styles, and key health issues. Johnson & Johnson will extend the reach of the information by distributing over one million free copies to a pre-determined list of health care providers, early childhood educators, community leaders and others involved in the lives of children.

The magazine updates the groundbreaking information about infant development that was reported in Newsweek's innovative 1997 "Your Child" special issue. The brain research that was presented in this and other venues --many of which were supported by Johnson & Johnson companies --has by now impacted not only parenting, but also medical practice and public policy regarding early childhood education, family support systems and workplace programs. Clearly, the key message of that research struck a universal cord: simple acts of nurturing and engaging infants spur their development.

"Our experience with the 1997 special issue reinforced our firm belief that, at some level, we are all involved in the lives of children," said Ralph S. Larsen, chairman and chief executive officer of Johnson & Johnson. "Whether as parents, grandparents, neighbors, friends or leaders making policies and distributing resources, we have the opportunity to impact the future of individual children and our nation's next generation alike. The Newsweek special issue's broad reach and accessible information help to spread this message to a wide cross section of the American public."

This year's specialized distribution plan of 1.15 million copies almost doubles the initial 600,000 copies distributed free in 1997. Highlights of this year's plan include:

- 325,000 copies to parents through selected childbirth instructors, birthing hospitals and pediatrician's offices
- 50,000 to early childhood educators, including Head Start directors
- 40,000 to pediatricians and other infant development professionals in the United States and Puerto Rico
- 30,000 to National SAFE KIDS CAMPAIGN coalitions
- Distribution by the Johnson & Johnson Pediatric Institute to the world's leading infant development specialists, pediatric health care professionals and partners such as the American Academy of Pediatrics (AAP), National Association of Pediatric Nurse Associates and Practitioners (NAPNAP), and the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)
- Distribution to members of the Healthy Mothers, Healthy Babies coalition
- Distribution on Capitol Hill and to federal and state child health agency directors
- International distribution by Johnson & Johnson companies in 17 countries

Additionally, the magazine is offered free with the purchase of JOHNSON'S® Baby Products through a promotion with several national and regional retailers.

On December 5, Johnson & Johnson will join with Newsweek and the Families and Work Institute to present a high-level public policy event in Washington, D.C. Noted experts such as Dr. Kyle Pruett and Dr. Deborah Phillips will join Newsweek Assistant Managing Editor/Director Special Projects Alexis Gelber and Ellen Galinsky of the Families and Work Institute to raise the awareness of new research in early childhood development. Parent reactions to their important role and how they feel helped or hindered by new information and social trends will animate one of the greatest challenges in this area: reaching families with information that can improve outcomes for children.

"We've learned through our work at the Johnson & Johnson Pediatric Institute that child development information can empower parents and thereby help build stronger relationships with health care providers, and stronger bonds between mothers, fathers and young children," noted Larsen. "We have a proud, century-long tradition of helping parents, babies and those who care for children. There is no better expression of our corporate character. We are 'the Company that cares,' and that caring begins with all we do for the health, nurturing and well-being of babies."

As part of that commitment, Johnson & Johnson's corporate advertising in the special issue is the continuation of the "How to Talk to Your Kids" campaign launched in 1999 with television spots featuring Nobel Prize-winning author Toni Morrison; songwriter Randy Newman; actor/director Christopher Reeve; and television comedian Ray Romano. The messages aim to encourage parents to talk to their children and care about how they feel. The practical advice offered in the series is common

sense too often forgotten in today's busy world.

Johnson & Johnson, with approximately 99,000 employees, is the world's most comprehensive and broadly-based manufacturer of health care products, as well as a provider of related services, for the consumer, pharmaceutical and professional markets. Johnson & Johnson has more than 190 operating companies in 51 countries around the world, selling products in more than 175 countries. SOURCE Johnson & Johnson

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