



August 29, 2017

Drug Company CEOs
c/o Curt Steiner
Campaign Manager, Deceptive Rx Ballot Issue
88 E Broad St
Columbus, OH 43215

Dear CEO,

In recent days Michael Weinstein, the president of the AIDS Healthcare Foundation, has been interviewed by several Ohio journalists about Issue 2, the measure on the November ballot in Ohio. Issue 2 is supported by AHF, a broad coalition of nurses, doctors, veterans and civic leaders and the nearly 200,000 Ohio residents who signed petitions to put Issue 2 on the ballot.

Mr. Weinstein has been open and accessible to reporters.

But so far, Ohioans have not heard directly from pharmaceutical company executives about this issue. They've seen all the TV ads and heard from the industry's PR team. But they have not heard from the very executives who make the drug pricing decisions that seriously affect the lives and pocketbooks of millions of Ohio taxpayers and consumers.

To even the playing field and maximize the education of the public about the Issue 2 campaign, we propose that the CEO of a company that belongs to the Pharmaceutical Research and Manufacturers of America debate Mr. Weinstein at least once, for one-hour, in Ohio before Oct. 1. It must be a face-to-face debate moderated by respected Ohio journalists.

Details about the debate ground rules, the time and place of the debate, can be worked out by our respective staffs. I can be reached at 614 263-7000 and at rick@dakcomm.com.

If we do not hear from you by Friday Sept. 8 we will assume you are rejecting the idea of openly debating and defending your position.

Best regards,

Rick Taylor, chief consultant
Ohio Taxpayers for Lower Drug Prices

Paid for by Ohio Taxpayers for Lower Drug Prices
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