



The National Center on
Addiction and Substance Abuse
at Columbia University

July 7, 2008

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Dr. Eric E. Schmidt
Chairman and Chief Executive Officer
Google Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Dr. Schmidt:

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Enclosed is a copy of a report to be released July 9th by The National Center on Addiction and Substance Abuse (CASA) at Columbia University, "You've Got Drugs!" V: Prescription Drug Pushers on the Internet, and the accompanying press release. This report documents Web sites advertising and selling controlled prescription drugs like OxyContin and Percocet, Valium and Xanax, and Ritalin and Adderall without legitimate prescriptions. This year, CASA found that 85 percent of Web sites selling these drugs do not require a legitimate prescription, and there are no controls blocking the sale of these drugs to children.

Prescription drug abuse is a major health problem in the U.S. In 2006, 15.8 million people reported abusing controlled prescription drugs, more than the combined number who report abusing cocaine, hallucinogens, inhalants and heroin. Children are especially at risk; in 2006, 2.2 million teens between the ages of 12 and 17 admitted abusing a prescription drug in the past year.

Although Google reports using a company called PharmacyChecker to screen out rogue pharmacies, CASA was able to find prominent displays of ads for rogue Internet pharmacies in a Google search for controlled drugs included in our analysis. This suggests that Google is profiting from advertisements for illegal sales of controlled prescription drugs online.

I am writing to ask you to take effective action in three areas:

1. Block all advertisements for controlled prescription drugs that do not come from licensed and certified online pharmacies;
2. Screen such sites from Internet searches; and

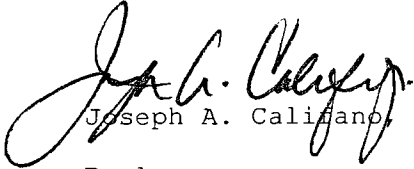


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3. Provide warnings that sale and purchase of controlled drugs over the Internet from unlicensed pharmacies and physicians and without valid prescriptions are illegal.

I look forward to hearing from you. If you have any questions about our work, please feel free to contact me or Susan E. Foster, CASA's Vice President and Director of Policy Research and Analysis (212 841-5240 or sfoster@casacolumbia.org).

Sincerely,


Joseph A. Califano, Jr.

Enclosures