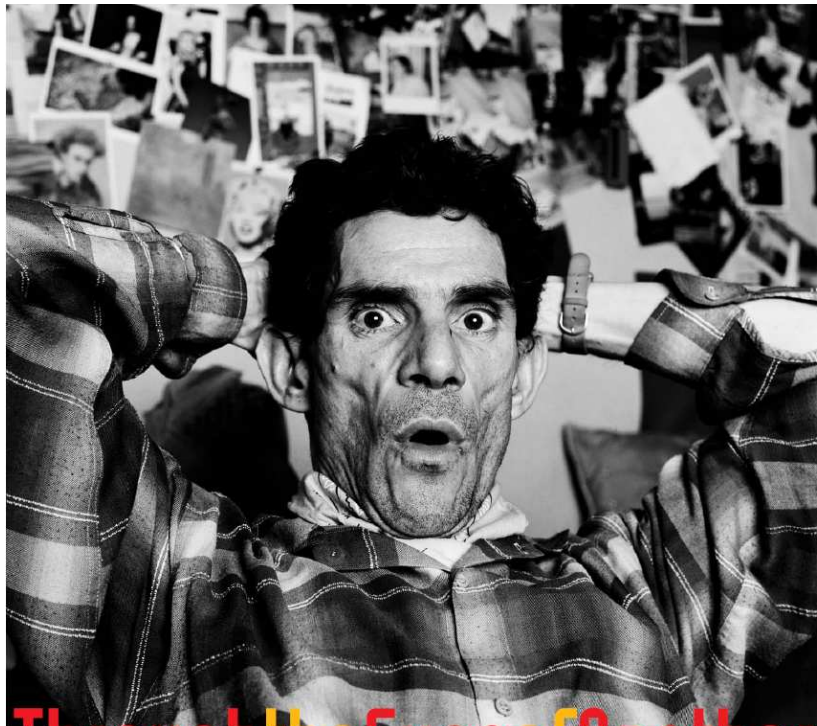


PRESS KIT

ONE VISION 2007 AWARD CEREMONY

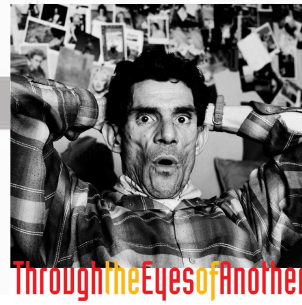


Through the Eyes of Another

June 21st 2007

www.onevision2007.org





CONTENT

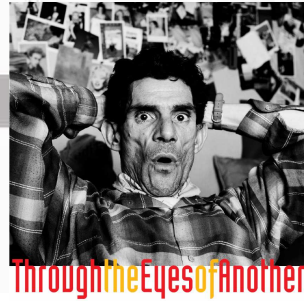
■ Press release

■ One Vision 2007 panel of judges

■ One Vision Background

■ HIV and AIDS in Europe

■ Bristol-Myers Squibb – a global commitment to HIV and AIDS



Through the Eyes of Another

**“Through the eyes of another...”
Award-Winning Photographers Offer “One Vision” of HIV and AIDS**

-- 17 European photographers honored at the 2007 One Vision European photography competition Award Ceremony --

The 2007 One Vision Photo Competition Awards Ceremony

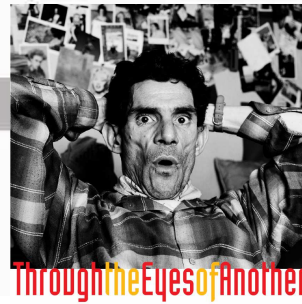
Rome, Italy, June 21, 2007 – Dignitaries and photojournalists from the international media gathered today in Rome to announce this year’s winners of the 4th Annual “One Vision” European Photography Competition, an initiative supported by Bristol-Myers Squibb.

By focusing their cameras on HIV and AIDS, both professional and non-professional photographers across Europe were invited to help combat the stigma and discrimination felt by those affected by the disease.

"Although improved treatments mean that most people living with HIV in Europe can lead full and active lives, the stigma and discrimination associated with HIV persists - often making it difficult for people living with HIV to be open about their diagnosis." said Paola Liuni, vice-President & Head of the Rome Office Archè. "Images can often be more powerful than words in shaping people's attitudes and we hope that the powerful and positive images created for the One Vision competition will help break down the prejudices and stereotypes that still exist."

According to UNAIDS, stigma and discrimination associated with HIV have proven to be among the most difficult obstacles to HIV prevention. An objective of One Vision is to ensure continued support of the overall awareness of the disease: the website has been drawing an increasing number of visits from 9,000 in 2004 to over 157,000 this year. Entries for 2007 more than doubled from last year, with over 2,800 photographs received from 37 countries. The competition is now in its fourth year and has been growing steadily.

Béatrice Cazala, President, Europe, Middle East and Africa, Bristol-Myers Squibb said, “Bristol-Myers Squibb is proud to sponsor One Vision. There is still much to be done in the fight against HIV/AIDS, and we remain committed to raising awareness about the disease through programs like One Vision, and enabling patients to live longer, better lives through the development of innovative HIV/AIDS treatments.”



Francesco Zizola from Italy won the European first prize in the professional category this year with his picture "In the mirror – AIDS in Lesotho" while Maria Cristina Francesconi from Italy won the European first prize in the non-professional category this year for her photo entitled "Positive".

The European runners up were the professional photographer, Sergi Camara Loscos for "Refugiados Congoleses en Rwanda" and the non-professional photographer Katharina Vallendar for "Insight".

A special prize was given for the photograph that best reinforced and illustrated the international theme of World AIDS Day in 2005 "Stop AIDS, Keep the Promise". This prize was won by Ann Strackx of Belgium for her picture "Everyone needs affection!"

"It was great to see the artistic merit and creative focus of this year's winning entries," declared Robert Taylor, Chairman of the 2007 European Panel of Judges. "They display this year's One Vision theme of "Through the Eyes of Another" - with a sense of hope, a future, and a wonderful energy"

One Vision is backed by associations of people living with HIV-AIDS in each of the participating countries.

Bristol-Myers Squibb is a global pharmaceutical and related health care products company whose mission is to extend and enhance human life.

For further information on One Vision, please visit – www.onevisionphoto.org

Press Contacts

BMS

Carmel Hogan

T : +33 1 58 83 65 55

Email : carmel.hogan@bms.com

Ruder Finn

Juliette Billaroch

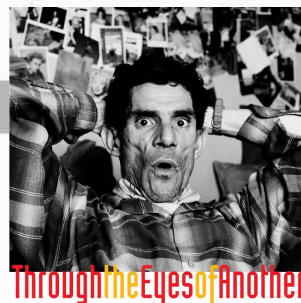
T: +33 1 56 81 15 10

M : + 33 6 86 41 41 91

F : + 33 1 43 25 06 06

Email : jbillaroch@ruderfinn.fr

Email : info@ruderfinn.fr



One Vision 2007 - European Panel of Judges

This year, the One Vision competition was again judged by a mix of photography professionals and specialists in the support, advocacy and representation of people living with HIV. This blend of interests ensures that successful winning entries not only have artistic merit and creative focus, but also display the One Vision 2007 themes of progress and fight against discrimination associated to the disease.

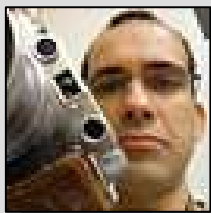


Robert Taylor
Chairman of the European jury panel

The European Panel is for the fourth time chaired by Robert Taylor, a prolific and well-known photographer based in the UK. Robert's photograph 'Andrea with Amber' fronted the 2004 One Vision European Photographic Competition.



Carlo Gargiulo, M.D.
Judge, Italy



Bruno Rascão
Judge, Portugal



Marc Riboud
Judge, France

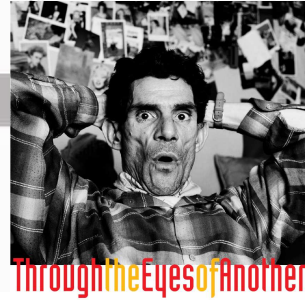


Dr Jan van Lunzen
Judge, Germany



Ángel Díaz Sánchez
Judge, Spain

For more information on the jury members please visit: <http://www.onevisionphoto.org/jury.php>



ONE VISION BACKGROUND

Bristol-Myers Squibb Company is a leader in the development of medicines for the treatment of HIV and AIDS. Additionally, we take very seriously our social responsibility toward all people infected with and affected by HIV and AIDS. We have undertaken several ambitious initiatives to help people living with HIV and AIDS. One such initiative is One Vision.

What is One Vision?

When we hear "HIV" or "AIDS", we tend to think first of the harsh, desperate images of Africa, hardest hit by the HIV and AIDS epidemic. Although this way of thinking does reflect a reality, only associating AIDS with Africa allows us too easily to put the problem out of sight and out of mind.

The AIDS epidemic is not over in Europe. Many people affected by or infected with HIV and AIDS still experience the stigma and discrimination associated with the virus.

To bring attention to this very serious health issue, and to highlight the human side of the disease, One Vision has called upon people across Europe for the past four years to help redefine through photographs the image of what it means to be affected by or infected with HIV and AIDS.

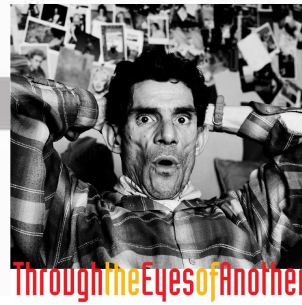
The Theme

The 2007 edition of the One Vision European photography competition invited amateur and professional photographers across Europe to demonstrate their solidarity for people affected by HIV or AIDS. This year, individuals were invited to demonstrate their solidarity for those who are either infected or affected by HIV or AIDS, by sending images that express the importance of living life to the full. The theme of the 2007 competition was **Through the eyes of another**.

Participating countries and prizes

European citizens were able to participate in the One Vision European Photography Competition.

There are two categories: professional and non-professional photographers. First place prizes of 5,000 euros and second place prizes of 2,000 euros are awarded on a European level. National prizes of 1,000 euros are awarded in France, Germany, Italy, Portugal, Spain and the United Kingdom. A special European prize of 1,000 euros will be awarded to the photo which best depicts the 2007 UNAIDS theme: "Stop HIV : Keep the promise". The winning picture were chosen among the winning photos selected by the European jury.



General Facts about the competition and past editions

Launch date: **Thursday, December 1, 2006 - World AIDS Day**

Closure date: **Thursday, March 15, 2007**

- Inspiring themes over the years
 - o 2004 - Moments of life that are unique
 - o 2005 - "HIV and AIDS: Images of Life"
 - o 2006 - Life begins today
 - o 2007 - Through the eyes of another
- Expanding influence of the competition in Europe
 - o 2004 – photos received from 16 European countries
 - o 2005 - photos received from 18 European countries
 - o 2006 - photos received from 25 European countries
 - o 2007 - photos received from 37 European countries
- A total of 74 amateur and professional photographers awarded by the competition

Countries represented by photographers in 2007:

Albania, Austria, Belgium, Bosnia, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom.

2007 Beneficiaries



Fundación F.I.T.



ESSERE BAMBINO

UK Coalition of People Living with HIV & AIDS



Through the Eyes of Another

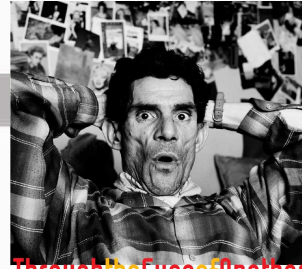
2007 One Vision Partner

PHOTO

Photo Magazine is an authority and considered a reference in the world of photography for more than 30 years. Sold in more than 70 countries, the magazine boasts some of the most beautiful and artistic pictures in the world.

Bristol-Myers Squibb is proud that One Vision has once again attracted entries that capture the evolution of understanding and the changing attitudes concerning HIV and AIDS. By teaming up with local patient organizations, funds raised in association with the images we have received will in turn be used by the organizations for HIV and AIDS related educational efforts.

We at Bristol-Myers Squibb, as well as our partners in One Vision, hope to educate people about HIV and AIDS, and to help fight the stigma and discrimination associated with the virus and the disease.



Through the Eyes of Another

HIV and AIDS in Europe

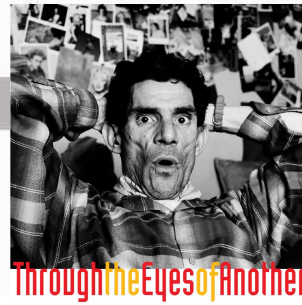
The number of new HIV infections within the European Union has risen by almost 40% in the last five years and close to a third of those who are infected with HIV do not even know it. There are currently over half a million people in Western Europe living with HIV. That number continues to grow with signs in several countries of a resurgence of risky sexual behavior, especially among young people.

A continuing change in Western Europe has been the emergence of heterosexual contact as the dominant cause of new HIV infections in several countries. Of the almost 24,000 newly diagnosed HIV infections in 2005, roughly one third were in women. A considerable share of new diagnoses are in people originating from countries with serious epidemics, principally in sub-Saharan Africa. In Belgium, Denmark, France Germany and Sweden, at least one third of HIV infections attributable to heterosexual contact were probably acquired abroad, mostly in sub-Saharan Africa. Most HIV-infected migrants are unaware of their serostatus, and many of them are women. Prevention, treatment and care strategies in Western Europe have to be adapted in order to reach migrant populations and women more effectively.

The number of new HIV diagnoses based on the once primary mode of transmission of HIV in Western Europe, sex between men, has declined slightly. However, in Germany, a recent rise in newly diagnosed HIV infections has been largely restricted to men who have sex with men, and new diagnoses in men who have sex with men account for roughly one third of all new diagnoses in the UK. Sex between men remains an important factor in the epidemics of most other western European countries as well, including the Netherlands and Spain, where evidence shows a revival in unprotected intercourse in recent years.

In central Europe, the epidemics have remained small and contained, with Poland accounting for most new HIV diagnoses. Annual HIV cases in Poland have been increasing since 2001, and in 2005 there were an estimated 25,000 people living with HIV. Unprotected sex – both heterosexual and between men – is the principle cause of the increase. The Russian Federation continues to have the largest AIDS epidemic in Europe, with roughly 940,000 people living with HIV in 2005. Unsafe drug injection practices has been identified as the main cause. HIV is then spread from injecting drug users to their sexual partners, with more women becoming infected. The epidemic has matured to the point where it constitutes a massive prevention, treatment and care challenge.

Source: www.UNAIDS.org – 2006 report on the Global AIDS epidemic



BRISTOL-MYERS SQUIBB **A GLOBAL COMMITMENT TO HIV AND AIDS**

Bristol-Myers Squibb is focused on researching and developing innovative therapies to help treat HIV and AIDS. In addition, the company is committed to educating patients and medical professionals and collaborating with government, academic and non-governmental organizations (NGOs) globally to improve the current situation facing those affected by HIV/AIDS.

The goal is reflected in the company's One Vision European Photography Competition that was first launched on World AIDS Day, 1st December, 2003. The visionary nature of the campaign reinforced Bristol-Myers Squibb's ongoing commitment to extend and enhance the lives of those living with HIV and AIDS, and to contribute financial support to community HIV and AIDS groups across Europe. Bristol-Myers Squibb renews its commitment to this goal for 2007, and will again sponsor the One Vision competition.

Bristol-Myers Squibb And The Fight Against HIV and AIDS

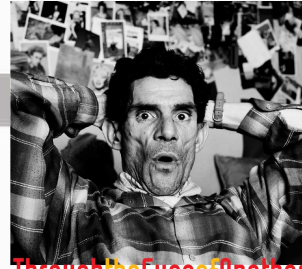
In 1984, Bristol-Myers Squibb researchers began work on the development of antiretroviral therapies. Over the ensuing years, Bristol-Myers Squibb has invested not only in research to develop effective therapies, but also on all the other key fronts in the battle against the disease - prevention, information and education, assistance to professional and patient advocacy groups, and access to care initiatives at the heart of the AIDS pandemic in Africa.

Research and Development of New HIV and AIDS Therapies

In HIV and AIDS, as in other disease areas, Bristol-Myers Squibb has made major scientific progress. Research and development of innovative new medicines has been the focus of the company's efforts.

The long-term development of new antiretrovirals, all aimed at extending and enhancing the lives of people with HIV and AIDS, has become a major part of its worldwide research efforts. In 1991, company researchers were responsible for making available one of the earliest retrovirals in the history of HIV and AIDS treatment, with the development of *Videx*® (didanosine), or ddI.

Today, Bristol-Myers Squibb is focused on developing its HIV and AIDS medicines so that they can be taken in the simplest and easiest way possible - ideally, once daily, and with a reduced number of pills. It has a significant portfolio of HIV treatments and has launched in Europe the first once-daily protease inhibitor.



Through the Eyes of Another

Increasing Access to HIV and AIDS medicines in Developing Countries

Bristol-Myers Squibb is also strongly involved in important initiatives to fight the disease and to bring the benefits of medical research to HIV-infected patients worldwide, especially in Africa, the region most affected by AIDS and HIV.

In 1999, the company launched the "Secure the Future" program in Africa. In partnership with UNAIDS, the governments of nine African countries, and numerous NGOs, religious groups, medical institutions and social organizations, Bristol-Myers Squibb has developed innovative and replicable programs to improve the care of people affected by HIV and AIDS, especially women and children. Since its inception, the program has grown in size and scope to support some 200 individual programs across 10 nations, with a commitment now totaling \$150 million. The initiative is one of the largest corporate commitments of its kind to fight HIV/AIDS in Africa.

Bristol-Myers Squibb was one of the first pharmaceutical companies to join the ACCESS initiative in 2000 to further increase availability of affordable HIV and AIDS medicines in Africa. The company currently offers two of its HIV and AIDS treatments to patients in sub-Saharan Africa at no profit.

In 2005, Bristol-Myers Squibb and Baylor College of Medicine in Houston announced a collaboration for the development of Pediatric AIDS Corps, a joint venture that is sending 250 doctors to Africa over five years to treat children living with AIDS and to train local medical professionals to do the same. In the same year, Bristol-Myers Squibb signed an agreement which granted the International Partnership for Microbicides (IPM) license to develop, manufacture and distribute pipeline HIV entry inhibitors as potential microbicides, a deal which represents a significant step forward in the prevention of new HIV infections.

In 2006, the company announced an agreement for technology transfer and voluntary license with generic manufacturers Aspen PharmaCare and Emcure Pharmaceuticals for Reyataz® (atazanavir), the company's once-daily protease inhibitor for HIV/AIDS. Bristol-Myers Squibb granted a royalty-free license to Aspen and Emcure to manufacture and sell atazanavir in sub-Saharan Africa. Under the agreement, Bristol-Myers Squibb will additionally provide technical know-how related to the manufacturing, testing, packaging, storage and handling of the active pharmaceutical ingredient and the finished dosage form of atazanavir.

Also in 2006, Bristol-Myers Squibb partnered in the United States with Gilead Sciences to launch ATRIPLA (efavirenz 600 mg/emtricitabine 200 mg/tenofovir disoproxil fumarate 300 mg), the first complete HIV treatment regimen for appropriate patients that is available in a single tablet, once-daily pill. The companies have filed for approval of ATRIPLA in Europe.

In initiatives like these, Bristol-Myers Squibb has taken part in almost two decades of progress against HIV and AIDS. Our underlying philosophy, however, remains today what it was in 1984 - humility before the immensity of the HIV/AIDS problem and the size of the challenge all of us face in solving it.