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PFIZER INC
Form 425
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Filed by Zoetis Inc.

Pursuant to Rule 425 under the Securities Act of 1933, as amended

Subject Company: Pfizer Inc.

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On May 29, 2013, the following article was published by the New York Stock Exchange (NYSE) and further distributed by Zoetis Inc. (Zoetis).

Zoetis, Juan Ramón Alaix, Profiled in NYSE Magazine

Zoetis and our Chief Executive Officer, Juan Ramón Alaix, are profiled in the latest edition of the business publication, NYSE Magazine. Published by NYSE Euronext, the magazine features Juan Ramón on the cover of the publication with the headline Newly Hatched .

The magazine provides us with new ways to share the Zoetis message with business executives across the globe, commented Bill Price, Senior Director, Corporate Communications.

As a new standalone company with investors and other important stakeholders still learning about us, we were excited to have this opportunity to share our story.

You can access a copy of the article on the magazine's website or by downloading a copy as a PDF.

Additional Information

Zoetis has filed a registration statement on Form S-4 (File No. 333-188750) with the Securities and Exchange Commission (SEC). The prospectus, which is included in the registration statement, contains important information about Pfizer Inc. (Pfizer), Zoetis, the exchange offer and related matters. Pfizer has delivered the prospectus to its shareholders. INVESTORS AND SECURITY HOLDERS ARE URGED TO READ CAREFULLY AND IN ITS ENTIRETY THE PROSPECTUS AND ANY OTHER RELEVANT DOCUMENTS FILED WITH THE SEC BY PFIZER AND ZOETIS WHEN THEY BECOME AVAILABLE AND BEFORE MAKING ANY INVESTMENT DECISION. None of Pfizer, Zoetis, or any of their respective directors or officers or any dealer manager appointed with respect to the exchange offer makes any recommendation as to whether investors should participate in the exchange offer. This announcement is for informational purposes only and is not an offer to sell, a solicitation of an offer to buy any securities or a recommendation as to whether investors should participate in the exchange offer. The offer will be made solely by the prospectus.

The prospectus, documents related to the exchange offer and other documents filed with the SEC by Pfizer and Zoetis may be obtained at the SEC's website at www.sec.gov or at the SEC's Public Reference Room, located at 100 F Street, N.E., Washington, D.C. 20549. Information on the operation of the Public Reference Room can be obtained by calling the SEC at 1-800-SEC-0330. Copies of the prospectus, and other documents filed with the SEC, can be obtained by mail from the SEC at the above address, at prescribed rates. A free copy of the prospectus may be obtained by clicking on the appropriate link at www.zoetisexchange.com, a website maintained by Pfizer. Copies of the registration statement filed by Zoetis may also be obtained at www.zoetis.com.

Forward-Looking Statements

Information in this article contains forward-looking statements including quotes from Zoetis's executive officers with respect to future events and operating performance only as of the date such statements were made. Any forward looking statements other than those made by Zoetis's executive officers in the article reflect the views of the author and editors of the article and Zoetis makes no representation as to the correctness or accuracy of such statements. Words such as anticipate, expect, project, intend, plan, believe, and words and terms of similar substance used in connection with any discussion of future plans, actions, or events identify forward-looking statements. These forward-looking statements involve a number of risks and uncertainties. Such forward-looking statements include, but are not limited to, statements about the growth drivers in the animal health industry, the company's success as a standalone public company, including future financial and operating results, and the company's plans, objectives, expectations and intentions and other statements that are not historical facts. A list of the factors that could cause actual results to differ materially from those expressed in, or underlying, those forward-looking statements is detailed in the filings of Pfizer and Zoetis with the SEC, such as annual and quarterly reports and the registration statement, the prospectus part thereof and related exchange offer documents. Pfizer and Zoetis disclaim any obligation to update and revise statements contained in these materials based on new information or otherwise.