

LILLY ELI & CO  
Form 8-K  
March 25, 2004

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**SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**FORM 8-K**

**Current Report  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

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Date of Report (Date of earliest event reported): **March 25, 2004**

**ELI LILLY AND COMPANY**

(Exact name of registrant as specified in its charter)

**Indiana**  
(State or Other Jurisdiction  
of Incorporation)

**001-06351**  
(Commission  
File Number)

**35-0470950**  
(I.R.S. Employer  
Identification No.)

**Lilly Corporate Center  
Indianapolis, Indiana**  
(Address of Principal  
Executive Offices)

**46285**  
(Zip Code)

Registrant's telephone number, including area code: (317) 276-2000

**No Change**

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(Former name or former address,  
if changed since last report)

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Item 5. Other Events

SIGNATURES

Press Release

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**Item 5. Other Events**

On March 25, 2004, Eli Lilly and Company (the Company) issued a press release announcing that the Company has been advised that the U.S. Attorney for the Eastern District of Pennsylvania has commenced a civil investigation relating to the Company's marketing and promotional practices. A copy of this press release is attached hereto as Exhibit 99.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**ELI LILLY AND COMPANY**  
(Registrant)

By: s/ Arnold C. Hanish  
Name: Arnold C. Hanish  
Title: Chief Accounting Officer

Dated: March 25, 2004

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**EXHIBIT INDEX**

**Exhibit Number**

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**Exhibit**

Press Release titled: U.S. Attorney's Office in  
Pennsylvania Investigating Lilly's Marketing Practices