

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, September 2004

Top 10 Advertised Drug Classes (\$ Millions) January-September 2004

Cholesterol Reducers	\$5.808 (+4%)
COX-2 Inhibitors	\$5.666 (+3%)
Antidepressants	\$4.517 (+27%)
Angiotensin II Antagonists	\$4.382 (-18%)
Ulcer Therapy	\$4.054 (+24%)
Antibiotics	\$3.174 (+114%)
Anti-asthmatics/Bronchodilators	\$3.138 (-17%)
ACE Inhibitors	\$2.603 (+5%)
Diabetes Diagnosis & Therapy	\$2.029 (+10%)
Vaccines	\$1.326 (+45%)

Top 10 Advertised Products January-September 2004

Crestor	\$2,225,000 (-14%)
Vioxx	\$2,065,000 (+4)
Bextra	\$1,800,000 (+2%)
Celebrex	\$1,800,000 (+4%)
Lipitor	\$1,731,000 (-15%)
Effexor XR	\$1,599,000 (-15%)
Altace	\$1,401,000 (+7%)
Ezetrol	\$1,256,000 (+999%)
Advair	\$1,222,000 (-6%)
Wellbutrin SR	\$1,149,000 (+999%)

To find out more about these figures, contact your STA representative.

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