

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, February 2004

Top 10 Advertised Drug Classes (\$ Millions) January—February 2004

Cholesterol Reducers	\$1,597 (+132%)
COX-2 Inhibitors	\$1,374 (+36%)
Angiotensin II Antagonists	\$1,304 (+10%)
Antidepressants	\$1,235 (+57%)
Antibiotics	\$1,110 (+46%)
Ulcer Therapy	\$1,090 (+4%)
Anti-asthmatics/Bronchodilators	\$0,825 (+46%)
ACE Inhibitors	\$0,664 (+65%)
Diabetes Diagnosis & Therapy	\$0,502 (+50%)
Contraceptives	\$0,454 (+76%)

Top 10 Advertised Products January—February 2004

Crestor	\$543,000 (+181%)
Effexor XR	\$521,000 (+45%)
Vioxx	\$488,000 (-13%)
Celebrex	\$480,000 (+331%)
Lipitor	\$451,000 (+34%)
Ezetrol	\$428,000 (+999%)
Bextra	\$406,000 (+17%)
Pariet	\$379,000 (+22%)
Cialis	\$375,000 (+989%)
Altace	\$363,000 (+78%)

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

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