

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, February 2005

Top 10 Advertised Drug Classes (\$ Millions) January-February 2005

Cholesterol Reducers	\$1.142 (-28%)
Ulcer Therapy	\$1.063 (-3%)
Angiotensin II Antagonists	\$1.019 (-22%)
Antibiotics	\$0.900 (-19%)
Anti-asthmatics/Bronchodilators	\$0.867 (+5%)
ACE Inhibitors	\$0.662 (-)
COX-2 Inhibitors	\$0.642 (-53%)
Antidepressants	\$0.385 (-69%)
Alzheimer Therapy	\$0.372 (+120%)
Migraine Therapy	\$0.351 (+999%)

Top 10 Advertised Products January-February 2005

Crestor	\$568,000 (+5%)
Nexium	\$457,000 (+195%)
Advair	\$419,000 (+64%)
Altace	\$374,000 (+3%)
Lipitor	\$363,000 (-20%)
Bextra	\$361,000 (-11%)
Avelox	\$330,000 (+17%)
Effexor XR	\$313,000 (-40%)
Mavik	\$293,000 (-11%)
Celebrex	\$281,000 (-41%)

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

John Donnet: (514) 695-8393, ext. 227
Carlo Viola: (905) 564-7700, ext. 201