

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, April 2005

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

Cholesterol Reducers	\$2.211 (-33%)
Ulcer Therapy	\$2.108 (-3%)
Angiotensin II Antagonists	\$1.781 (-27%)
Anti-asthmatics/Bronchodilators	\$1.632 (-6%)
Antibiotics	\$1.486 (-21%)
ACE Inhibitors	\$1.310 (-7%)
Antidepressants	\$1.306 (-52%)
Diabetes Diagnosis and Therapy	\$0.974 (-8%)
Contraceptives	\$0.943 (+31%)
Antipsychotics	\$0.874 (+233%)

Top 10 Advertised Products January-April 2005

Nexium	\$1,031,000 (+152%)
Crestor	\$930,000 (-33%)
Lipitor	\$884,000 (-)
Effexor-XR	\$767,000 (-24%)
Altace	\$731,000 (-7%)
Advair	\$664,000 (-1%)
Zyprexa	\$622,000 (+786%)
Symbicort	\$561,000 (+16%)
Avelox	\$556,000 (+41%)
Avapro	\$551,000 (+38%)

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

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