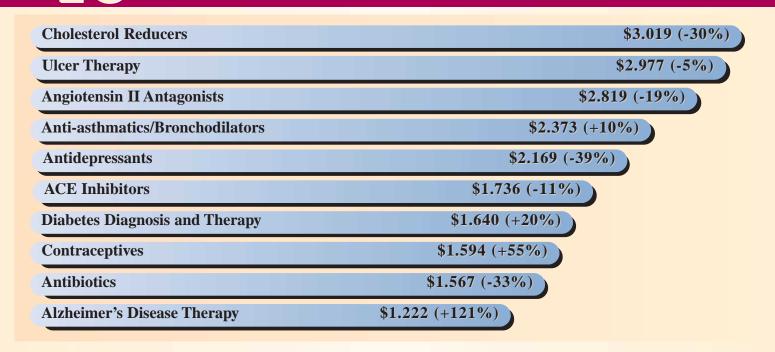
ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, June 2005

Advertised Drug Classes (\$ Millions) January-June 2005



Advertised Products January-June 2005

Тор

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Nexium	\$1,354,	000 (+98%)
Lipitor	\$1,296,000 (+4%)	
Crestor	\$1,141,000 (-36%	
Effexor-XR	\$1,125,000 (-17%)	
Altace	\$1,032,000 (-4%)	
Avapro	\$983,000 (+47%)	To find out more about these figures, contact your STA representative.
Advair	\$852,000 (-6%)	
Cipralex	\$816,000 (+999%)	
Symbicort	\$800,000 (+43%)	John Donnet: (514) 695-8393, ext. 227
Pantoloc	\$690,000 (-13%)	Carlo Viola: (905) 564-7700, ext. 201