

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, September 2006

Top 10 Advertised Drug Classes January-September 2006

Cholesterol reducers	\$5,290,100 (+20%)
Angiotensin II antagonists	\$3,790,800 (-12%)
Antiasthmatics/Bronchodilators	\$3,510,100 (-2%)
Ulcer therapy	\$3,057,100 (-19%)
Antidepressants	\$2,822,700 (-7%)
Diabetes diagnosis & therapy	\$2,405,000 (+1%)
Contraceptives	\$2,075,300 (-12%)
Analgesics-narcotics	\$2,068,700 (+70%)
ACE inhibitors	\$1,781,500 (-25%)
COX-2 inhibitors	\$1,171,200 (+78%)

Top 10 Advertised Products January-September 2006

Crestor	\$2,034,900 (+21%)
Lipitor	\$1,547,700 (-15%)
Caquet	\$1,439,800 (+999%)
Effer XL	\$1,254,900 (-17%)
Avapro	\$1,251,100 (-14%)
Celebrex	\$1,171,200 (+317%)
Altace	\$1,134,700 (-23%)
Atacand	\$1,106,400 (+24%)
Lyrica	\$1,094,400 (+999%)
Symbicort	\$1,037,800 (+7%)

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