

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, December 2005

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

Cholesterol reducers	\$6.975 (-1%)
Angiotensin II antagonists	\$5.986 (+7%)
Anti-asthmatics/bronchodilators	\$5.574 (+15%)
Ulcer therapy	\$4.399 (-8%)
Antidepressants	\$3.852 (-32%)
Diabetes diagnosis and therapy	\$3.535 (+32%)
ACE inhibitors	\$2.965 (-16%)
Contraceptives	\$2.847 (+104%)
Antibiotics	\$2.553 (-44%)
Analgesics Narcotics	\$2.308 (+110%)

Top 10 Advertised Products January-December 2005

Crestor	\$2,844,000 (+12%)
Lipitor	\$2,538,000 (+13%)
Nexium	\$2,039,000 (+67%)
Advair	\$1,957,000 (-7%)
Avapro	\$1,919,000 (+58%)
Effexor-XR	\$1,913,000 (-69%)
Altace	\$1,830,000 (+9%)
Cipralext	\$1,583,000 (+999%)
Avandia	\$1,553,000 (+68%)
Atacand	\$1,517,000 (+34%)

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

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