

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, February 2007

Top 10 Advertised Drug Classes January-February 2007

Cholesterol reducers	\$1,267,500 (-13%)
Angiotensin II antagonists	\$982,000 (+6%)
COX-2 inhibitors	\$941,300 (+193%)
Antiasthmatics/bronchodilators	\$809,800 (-12%)
Ulcer therapy	\$733,800 (+6%)
Vaccines	\$718,400 (+257%)
Analgesics-narcotics	\$689,100 (+4%)
Diabetes diagnosis and therapy	\$511,100 (-45%)
Contraceptives	\$473,300 (-10%)
ACE inhibitors	\$410,000 (+1%)

Top 10 Advertised Products January-February 2007

Prexige	\$941,300 (+999%)
Alvesco	\$445,400 (+999%)
Lipitor	\$425,200 (+36%)
Avapro	\$382,200 (+23%)
Diovan	\$353,500 (+51%)
Crestor	\$323,800 (-38%)
Altace	\$316,700 (-4%)
Ezetrol	\$299,600 (+28%)
Caduet	\$294,300 (+89%)
Avandia	\$277,300 (-6%)

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

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