

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, December 2006

Top 10 Advertised Drug Classes January-December 2006

Cholesterol reducers	\$6,762,200 (-3%)
Antiasthmatics/Bronchodilators	\$5,405,000 (-3%)
Angiotensin II antagonists	\$4,681,000 (-22%)
Antidepressants	\$3,951,600 (+3%)
Ulcer therapy	\$3,721,400 (-15%)
Diabetes diagnosis & therapy	\$3,217,400 (-9%)
Analgesics-narcotics	\$2,680,200 (+16%)
Contraceptives	\$2,485,400 (-15%)
ACE inhibitors	\$2,164,900 (-27%)
CCB/Cholesterol reducers	\$1,855,100 (+569%)

Top 10 Advertised Products January-December 2006

Crestor	\$2,552,500 (-10%)
Lipitor	\$2,071,000 (-18%)
Effexor XL	\$1,858,500 (-3%)
Caduet	\$1,855,100 (+569%)
Avapro	\$1,656,500 (-14%)
Symbicort	\$1,548,500 (+10%)
Lyrica	\$1,452,600 (+98%)
Altace	\$1,428,600 (-22%)
Celebrex	\$1,405,000 (+155%)
Avandia	\$1,386,000 (-11%)

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

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