

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, June 2007

Top 10 Advertised Drug Classes January-June 2007

COX-2 inhibitors	\$3,735,400 (+311%)
Cholesterol reducers	\$3,500,200 (-15%)
Angiotensin II antagonists	\$3,054,700 (+3%)
Antiasthmatics/bronchodilators	\$2,989,100 (+18%)
Diabetes diagnosis and therapy	\$2,374,800 (+20%)
Analgesics-narcotics	\$1,797,100 (+11%)
Vaccines	\$1,724,800 (+275%)
Ulcer therapy	\$1,675,300 (-22%)
Contraceptives	\$1,261,200 (-22%)
ACE inhibitors	\$1,044,100 (-13%)

Top 10 Advertised Products January-June 2007

Prexige	\$3,135,900 (+999%)
Alvesco	\$1,285,500 (+999%)
Crestor	\$1,285,200 (-16%)
Lipitor	\$1,130,500 (+10%)
Avapro	\$1,003,700 (+12%)
Diovan	\$875,100 (+13%)
Avandia	\$805,500 (+11%)
Lyrica	\$751,800 (-14%)
Gardasil	\$743,500 (+999%)
Symbicort Smart	\$710,500 (+999%)

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

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