

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, July 2002

Top 10 Advertised Drug Classes (\$ Millions) Jan. - July 2002

Cholesterol Reducers	\$3.396 (+4%)
Antiasthmatics/Bronchodilators	\$3.373 (+25%)
Antidepressants	\$3.166 (+63%)
Ulcer Therapy	\$2.970 (+86%)
Angiotensin II Antagonists	\$2.930 (-37%)
COX-2 Inhibitors	\$2.283 (-36%)
Diabetes Diagnosis and Therapy	\$1.749 (+23%)
Alzheimer's Disease Therapy	\$1.593 (+110%)
ACE Inhibitors	\$1.414 (+36%)
Antibiotics	\$1.342 (-25%)

Top 10 Advertised Products Jan. - July 2002

	\$1,672,000 (+999%)
	\$1,424,000 (+55%)
	1,414,000 (+2%)
Lipitor	\$1,190,000 (+36%)
Symbicort	\$1,150,000 (+999%)
Norvasc	\$1,065,000 (+26%)
Viagra	\$1,048,000 (+19%)
Avandia	\$1,029,000 (+34%)
Cozaar/Hyzaar	\$1,000,000 (-29%)
Altace	\$986,000 (+71%)

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

John Donnet: (514) 695-8393, ext. 227
Carlo Viola: (905) 564-7700