

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, March 2002

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

Antidepressants	\$1.873 (+77%)
Angiotensin II Antagonists	\$1.525 (-19%)
Ulcer Therapy	\$1.422 (+200%)
Antiasthmatics/Bronchodilators	\$1.377 (+84%)
Cholesterol Reducers	\$1.26 (-23%)
Antibiotics	\$1.086 (-9%)
COX-2 Inhibitors	\$0.994 (-45%)
Alzheimer's Disease Therapy	\$0.931 (+113%)
Vaccines	\$0.655 (+329%)
Diabetes Diagnosis and Therapy	\$0.605 (+4%)

Top 10 Advertised Products Jan. - March 2002

	\$839,000 (+999%)
	\$836,000 (+63%)
	709,000 (+23%)
Paxil	\$589,000 (+136%)
Cozaar/Hyzaar	\$551,000 (-9%)
Lipitor	\$534,000 (+37%)
Viagra	\$520,000 (+17%)
Norvasc	\$519,000 (+61%)
Avandia	\$448,000 (+18%)
Exelon	\$437,000 (+164%)

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

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