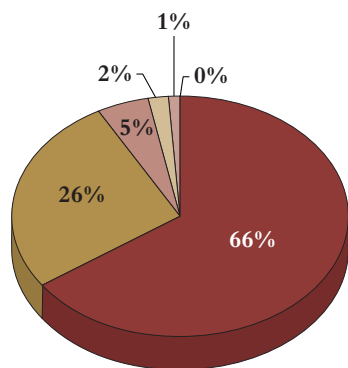


Spending REVIEW

14 of the Top 20 Advertising Brands Increased First-Half Spend Lipitor, Abilify and Enbrel Significantly Added to their Budgets

Brand	Manufacturer	1H 2008	1H 2009	\$ Change	% Change
Lipitor	Pfizer	\$28,066,400	\$117,014,000	\$88,947,600	316.92%
Abilify	Bristol-Myers / Otsuka	\$53,557,000	\$114,505,700	\$60,948,700	113.80%
Cymbalta	Eli Lilly & Co.	\$84,526,600	\$93,004,200	\$8,477,600	10.03%
Advair Diskus	GlaxoSmithKline	\$93,643,400	\$87,390,000	-\$6,253,400	-6.68%
Plavix	Bristol-Myers / Sanofi-Aventis	\$94,951,900	\$81,585,100	-\$13,366,800	-14.08%
Ambien CR	Sanofi-Aventis	\$79,808,100	\$79,458,100	-\$350,000	-0.44%
Lyrica	Pfizer	\$87,435,800	\$75,734,200	-\$11,701,600	-13.38%
Cialis	Eli Lilly & Co.	\$65,749,800	\$70,660,400	\$4,910,600	7.47%
Singular	Merck & Co.	\$51,284,200	\$70,628,000	\$19,343,800	37.72%
Crestor	AstraZeneca	\$62,134,600	\$68,738,700	\$6,604,100	10.63%
Celebrex	Pfizer	\$58,338,700	\$60,239,900	\$1,901,200	3.26%
Viagra	Pfizer	\$59,529,800	\$56,836,300	-\$2,693,500	-4.52%
Symbicort	AstraZeneca	\$49,875,300	\$56,568,700	\$6,693,400	13.42%
Flomax	Boehringer Ingelheim / Astellas	\$53,770,800	\$56,051,000	\$2,280,200	4.24%
Orencia	Bristol-Myers Squibb	\$46,430,100	\$52,695,300	\$6,265,200	13.49%
Nasonex	Schering-Plough	\$77,202,600	\$50,954,100	-\$26,248,500	-34.00%
Enbrel	Amgen / Wyeth	\$22,777,200	\$48,251,200	\$25,474,000	111.84%
Yaz	Bayer	\$35,395,200	\$47,952,800	\$12,557,600	35.48%
Reclast	Novartis	\$44,588,800	\$45,355,900	\$767,100	1.72%
Humira	Abbott Laboratories	\$30,438,700	\$43,711,000	\$13,272,300	43.60%
Total Spending for Top 20 Brands		\$1,179,504,900	\$1,377,334,600	\$197,829,700	16.77%
Total Pharma Spending		\$2,373,588,700	\$2,221,822,000	-\$151,766,700	-6.39%

TV, Magazines and Newspapers See Decline in First-Half Spending Meanwhile Internet Experiences Three-Fold Increase



Media Type	1H 2008	1H 2009	\$ Change	% Change
66% Television	\$1,524,602,000	\$1,465,067,500	-\$59,534,500	-3.90%
26% Magazine	\$738,326,300	\$583,216,600	-\$155,109,700	-21.01%
5% Internet	\$35,944,800	\$116,177,500	\$80,232,700	223.21%
2% Newspaper	\$66,832,900	\$44,979,800	-\$21,853,100	-32.70%
1% Radio	\$6,001,600	\$11,208,100	\$5,206,500	86.75%
0% Outdoor	\$1,881,100	\$1,172,600	-\$708,500	-37.66%
Total Pharma Spending	\$2,373,588,700	\$2,221,822,000	-\$151,766,700	-6.39%

*Internet figures are for display advertising only.

Source: TNS Media Intelligence for DTC Perspectives

TNS Media Intelligence is the leading provider of strategic advertising intelligence and tracks advertising activities across 20 media types in the U.S. For more information, send an e-mail to David Wood at david.wood@tns-mi.com.