

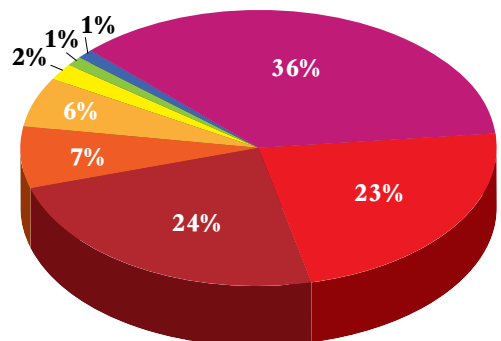
SPENDING REVIEW

Advertising Spend Drops in First Half of 2008 But 80 Percent of Top 15 Brands Increased Budgets

Brand Detail	Parent Company	1H 2007	1H 2008	\$ Change	% Change
Plavix	Bristol-Myers Squibb/Sanofi	\$85,054,598	\$98,390,624	\$13,336,026	15.7%
Advair Diskus	GlaxoSmithKline	\$71,472,073	\$94,609,029	\$23,136,956	32.4%
Lyrica	Pfizer	\$30,240,362	\$93,785,735	\$63,545,373	210.1%
Cymbalta	Eli Lilly & Co.	\$82,266,458	\$83,657,274	\$1,390,816	1.7%
Lunesta	Sepracor	\$182,710,521	\$83,522,550	-\$99,187,971	-54.3%
Ambien CR	Sanofi-Aventis	\$105,698,333	\$82,324,235	-\$23,374,098	-22.1%
Nasonex	Schering-Plough	\$74,024,371	\$80,928,149	\$6,903,778	9.3%
Cialis	Eli Lilly & Co.	\$59,650,607	\$80,046,009	\$20,365,402	34.2%
Viagra	Pfizer	\$28,114,821	\$73,854,689	\$45,739,868	162.7%
Valtrex	GlaxoSmithKline	\$55,494,680	\$69,013,661	\$13,518,981	24.4%
Crestor	AstraZeneca	\$44,149,405	\$64,890,622	\$20,741,217	47.0%
Abilify	Otsuka America	\$29,697,837	\$64,192,131	\$34,494,294	116.2%
Flomax	Boehringer Ingelheim	\$58,470,943	\$62,613,464	\$4,142,521	7.1%
Gardasil	Merck & Co.	\$50,788,080	\$60,017,342	\$9,229,262	18.2%
Caduet	Pfizer	\$63,990,945	\$59,094,781	-\$4,896,164	-7.7%
GRAND TOTAL BRAND SPENDING		\$2,534,394,381	\$2,457,025,587	-\$77,368,794	-3.1%
TOTAL PHARMA SPENDING*		\$2,728,368,985	\$2,598,399,686	-\$129,969,299	-4.8%

Grand total includes all spending in the period except for Internet advertising and search.

DTC Budgets Shift to Spot TV, Local Newspapers As Consumer Magazines Take a Hit in First Half



Media Type	1H2007	1H2008	\$Change	%Change
Network TV	945,480,200	952,720,133	\$7,239,933	0.8%
Cable TV	641,156,061	618,129,540	-\$23,026,521	-3.6%
Consumer Mag	751,748,825	614,913,106	-\$136,835,719	-18.2%
Syndicated TV	169,942,475	169,909,437	-\$33,038	0.0%
Spot TV	71,388,705	142,921,284	\$71,532,579	100.2%
Ntnl Sunday Supp.	81,166,066	47,132,416	-\$34,033,650	-41.9%
Local Newspaper	15,934,214	33,915,577	\$17,981,363	112.8%
Other*	51,552,439	18,758,193	-\$32,794,246	-63.6%
GRAND TOTAL	2,728,368,985	2,598,399,686	-\$129,969,299	-4.8%

*Other category includes FSI Coupon, Local Magazine, Local Sunday Supplement, National Newspaper, Network Radio, Outdoor, Spanish Language TV, Spot Radio

Source: Nielsen Monitor-Plus for DTC Perspectives

Nielsen Monitor-Plus is the leader in innovative advertising information services and tracks advertising activity across 18 media types. For more information, send an e-mail to Anne Saini at anne.saini@nielsen.com