

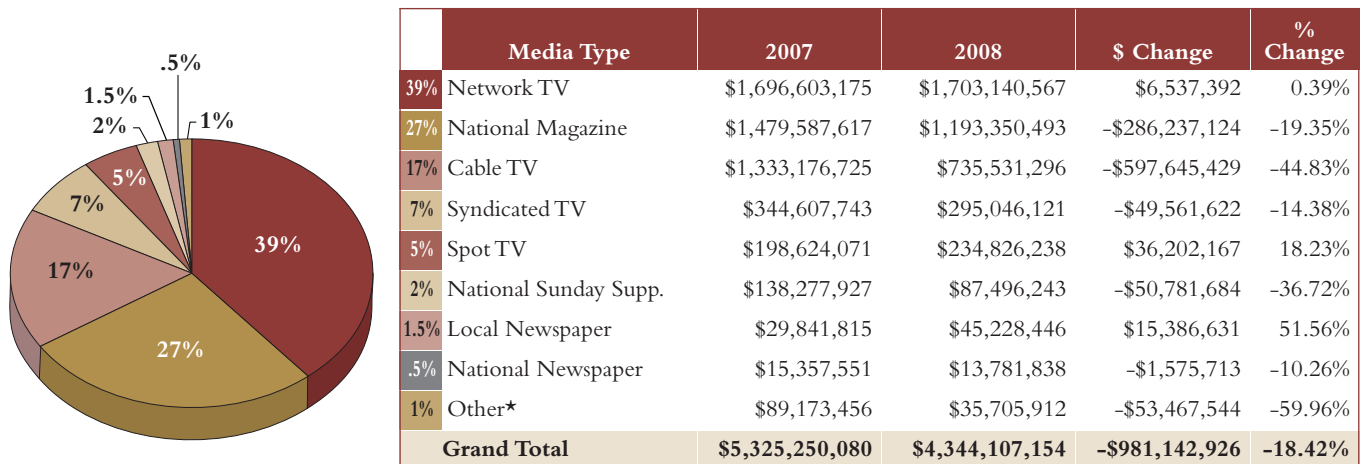
Spending REVIEW

Nearly Half of Top 15 Brands Boosted Advertising in 2008 Despite an Overall Decline in the Marketplace

Brand	Manufacturer	2007	2008	\$ Change	% Change
Advair Diskus	GlaxoSmithKline	\$120,947,698	\$172,973,739	\$52,026,041	43.02%
Plavix	Bristol-Myers Squibb/Sanofi	\$175,977,306	\$169,779,845	-\$6,197,461	-3.52%
Cymbalta	Eli Lilly & Co.	\$182,389,463	\$156,732,786	-\$25,656,677	-14.07%
Ambien CR	Sanofi-Aventis	\$202,069,585	\$154,602,079	-\$47,467,506	-23.49%
Abilify	Otsuka America	\$105,594,695	\$152,439,966	\$46,845,271	44.36%
Cialis	Eli Lilly & Co.	\$151,624,961	\$141,833,922	-\$9,791,039	-6.46%
Lyrica	Pfizer	\$70,183,625	\$141,368,997	\$71,185,372	101.43%
Viagra	Pfizer	\$81,013,961	\$122,486,690	\$41,472,729	51.19%
Flomax	Boehringer Ingelheim	\$101,253,306	\$115,580,994	\$14,327,688	14.15%
Lunesta	Sepracor	\$293,204,538	\$108,873,625	-\$184,330,913	-62.87%
Crestor	AstraZeneca	\$51,224,008	\$106,904,020	\$55,680,012	108.70%
Symbicort	AstraZeneca	\$0	\$99,335,589	\$99,335,589	N/A
Lipitor	Pfizer	\$180,679,837	\$98,357,485	-\$82,322,352	-45.56%
Valtrex	GlaxoSmithKline	\$90,307,924	\$91,983,700	\$1,675,776	1.86%
Nasonex	Schering-Plough	\$132,052,468	\$91,787,148	-\$40,265,320	-30.49%
Total Brand Spending		\$4,961,455,645	\$4,105,583,248	-\$855,872,397	-17.25%
Total Pharma Spending*		\$5,325,208,981	\$4,344,060,843	-\$981,148,138	-18.42%

*Total includes all spending in the period (including corporate and disease education) except for Internet advertising and search.

Network TV and Magazines Retain Largest Market Shares Spot TV and Local Newspapers Post Strong Results



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

Grand Total includes all human and animal health pharmaceutical spending.

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 Aaron Lewis at aaron.lewis@nielsen.com.