

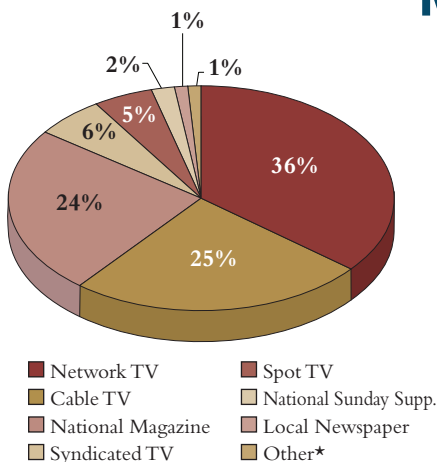
Spending REVIEW

11 of the Top 15 Advertised Brands Increase Spending Despite Decrease in Total Pharma Spending in Q1-Q3

Brand	Manufacturer	Q1-3 2007	Q1-3 2008	\$ Change	% Change
Advair Diskus	GlaxoSmithKline	\$95,480,035	\$143,162,278	\$47,682,243	49.9%
Plavix	Bristol-Myers Squibb/Sanofi	\$129,543,860	\$140,470,919	\$10,927,059	8.4%
Lyricea	Pfizer	\$39,445,684	\$133,526,582	\$94,080,898	238.5%
Cialis	Eli Lilly & Co.	\$99,229,678	\$125,530,968	\$26,301,290	26.5%
Ambien CR	Sanofi-Aventis	\$139,609,474	\$123,955,072	-\$15,654,402	-11.2%
Cymbalta	Eli Lilly & Co.	\$108,228,650	\$120,866,130	\$12,637,480	11.7%
Viagra	Pfizer	\$63,245,551	\$111,977,137	\$48,731,586	77.1%
Valtrex	GlaxoSmithKline	\$74,857,955	\$98,736,902	\$23,878,947	31.9%
Nasonex	Schering-Plough	\$113,616,633	\$96,353,474	-\$17,263,159	-15.2%
Lunesta	Sepracor	\$246,426,629	\$96,238,799	-\$150,187,830	-60.9%
Crestor	AstraZeneca	\$48,247,565	\$95,076,096	\$46,828,531	97.1%
Abilify	Otsuka America	\$50,948,106	\$92,842,216	\$41,894,110	82.2%
Flomax	Boehringer Ingelheim	\$76,882,411	\$89,687,393	\$12,804,982	16.7%
Gardasil	Merck & Co.	\$75,040,839	\$84,528,188	\$9,487,349	12.6%
Evista	Eli Lilly & Co.	\$0	\$81,770,489	\$81,770,489	N/A
Total Brand Spending		\$3,579,156,242	\$3,478,834,827	-\$100,321,415	-2.8%
Total Pharma Spending*		\$3,855,301,611	\$3,682,118,383	-\$173,183,228	-4.5%

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

Spot Television, Networks Among the Media Winners in Q1-Q3



Media Type	Q1-3 2007	Q1-3 2008	\$ Change	% Change
Network TV	\$1,261,964,450	\$1,341,049,217	\$79,084,767	6.3%
Cable TV	\$966,268,567	\$908,159,876	-\$58,108,691	-6.0%
National Magazine	\$1,068,770,582	\$889,402,819	-\$179,367,763	-16.8%
Syndicated TV	\$240,353,942	\$235,748,572	-\$4,605,370	-1.9%
Spot TV	\$114,185,662	\$178,154,966	\$63,969,304	56.0%
National Sunday Supp.	\$103,837,629	\$60,002,927	-\$43,834,702	-42.2%
Local Newspaper	\$18,124,172	\$39,962,747	\$21,838,575	120.5%
Other*	\$81,796,607	\$29,637,259	-\$52,159,348	-63.8%
TOTAL	\$3,855,301,611	\$3,682,118,383	-\$173,183,228	-4.5%

*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 Aaron Lewis at aaron.lewis@nielsen.com.