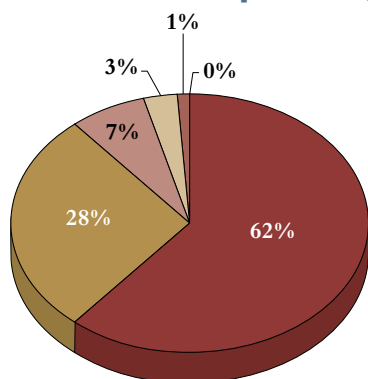


# Spending REVIEW

## Top 20 Rx Brands Ratchet Up Ad Budgets in January-September Period Overall Spending for DTC Increases Just 1% in Period

Brand	Manufacturer	Q1-3 2008	Q1-3 2009	\$ Change	% Change
Lipitor	Pfizer	\$57,286,400	\$154,669,400	\$97,383,000	170%
Abilify	Bristol-Myers / Otsuka	\$81,449,800	\$150,131,200	\$68,681,400	84%
Cymbalta	Eli Lilly & Co.	\$126,623,400	\$141,216,400	\$14,593,000	12%
Advair Diskus	GlaxoSmithKline	\$142,908,800	\$128,696,300	-\$14,212,500	-10%
Cialis	Eli Lilly & Co.	\$104,013,400	\$122,230,600	\$18,217,200	18%
Ambien CR	Sanofi-Aventis	\$105,826,900	\$114,900,900	\$9,074,000	9%
Lyrica	Pfizer	\$124,977,800	\$114,149,300	-\$10,828,500	-9%
Plavix	Bristol-Myers / Sanofi-Aventis	\$137,384,200	\$113,045,900	-\$24,338,300	-18%
Crestor	AstraZeneca	\$88,306,800	\$96,426,300	\$8,119,500	9%
Symbicort	AstraZeneca	\$71,966,600	\$91,489,500	\$19,522,900	27%
Viagra	Pfizer	\$91,908,700	\$90,475,000	-\$1,433,700	-2%
Flomax	Boehringer Ingelheim / Astellas	\$77,335,200	\$79,899,500	\$2,564,300	3%
Caduet	Pfizer	\$60,958,200	\$76,049,500	\$15,091,300	25%
Vyvanse	Shire	\$56,348,500	\$73,411,900	\$17,063,400	30%
Humira	Abbott Laboratories	\$56,677,700	\$70,680,800	\$14,003,100	25%
Singular	Merck & Co.	\$67,502,100	\$70,677,700	\$3,175,600	5%
Celebrex	Pfizer	\$60,660,800	\$70,588,600	\$9,927,800	16%
Pristiq	Pfizer (Wyeth)	\$9,400	\$70,440,900	\$70,431,500	749271%
Enbrel	Amgen / Wyeth	\$30,577,000	\$69,603,300	\$39,026,300	128%
Yaz	Bayer	\$59,122,600	\$68,424,800	\$9,302,200	16%
<b>Total Spending for Top 20 Brands</b>		<b>\$1,601,844,200</b>	<b>\$1,967,207,800</b>	<b>\$365,363,600</b>	<b>23%</b>
<b>Total Pharma Spending</b>		<b>\$3,361,768,300</b>	<b>\$3,384,616,000</b>	<b>\$22,847,700</b>	<b>1%</b>

## DTC Ad Budgets Down Slightly for Television in Q1-Q3 Period TNS Reports Big Gain in Internet Promotion, 12% Drop for Magazines



Media Type	Q1-3 2008	Q1-3 2009	\$ Change	% Change
Television	\$2,147,916,000	\$2,105,347,200	-\$42,568,800	-2%
Magazine	\$1,057,732,500	\$932,162,100	-\$125,570,400	-12%
Internet*	\$62,872,100	\$220,946,200	\$158,074,100	251%
Newspaper	\$80,940,700	\$103,588,700	\$22,648,000	28%
Radio	\$9,902,400	\$19,624,000	\$9,721,600	98%
Outdoor	\$2,404,600	\$2,947,900	\$543,300	23%
<b>Total Pharma Spending</b>	<b>\$3,361,768,300</b>	<b>\$3,384,616,000</b>	<b>\$22,847,700</b>	<b>1%</b>

\*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.