

Spending REVIEW

Abilify, Lipitor Rank Among Top DTC Advertisers in Q1

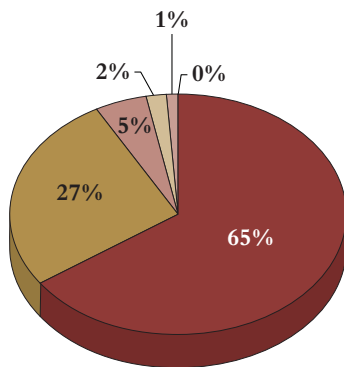
Overall Pharma Ad Spend Drops 10%

Brand	Manufacturer	Q1 2008	Q1 2009	\$ Change	% Change
Abilify	Bristol-Myers / Otsuka	\$24,465,900	\$61,851,800	\$37,385,900	152.81%
Lipitor	Pfizer	\$25,591,600	\$57,675,900	\$32,084,300	125.37%
Advair Diskus	GlaxoSmithKline	\$38,178,800	\$50,865,000	\$12,686,200	33.23%
Lyrica	Pfizer	\$41,971,600	\$43,119,200	\$1,147,600	2.73%
Cymbalta	Eli Lilly & Co.	\$39,715,300	\$41,392,800	\$1,677,500	4.22%
Ambien CR	Sanofi-Aventis	\$34,507,800	\$39,263,900	\$4,756,100	13.78%
Singulair	Merck & Co.	\$26,995,100	\$39,073,900	\$12,078,800	44.74%
Plavix	Bristol-Myers / Sanofi-Aventis	\$42,357,800	\$38,370,900	-\$3,986,900	-9.41%
Symbicort	AstraZeneca	\$17,418,400	\$37,608,600	\$20,190,200	115.91%
Crestor	AstraZeneca	\$18,958,200	\$35,746,300	\$16,788,100	88.55%
Humira	Abbott Laboratories	\$22,741,500	\$34,825,600	\$12,084,100	53%
Cialis	Eli Lilly & Co.	\$32,892,900	\$34,104,400	\$1,211,500	4%
Orencia	Bristol-Myers Squibb	\$24,381,300	\$33,738,800	\$9,357,500	38%
Viagra	Pfizer	\$28,846,900	\$30,275,000	\$1,428,100	5%
Treximet	GlaxoSmithKline	\$0	\$29,210,300	\$29,210,300	N/A
Celebrex	Pfizer	\$29,271,700	\$27,946,100	-\$1,325,600	-5%
Reclast	Novartis	\$11,982,500	\$26,252,000	\$14,269,500	119%
Enbrel	Amgen / Wyeth	\$21,794,700	\$25,511,600	\$3,716,900	17%
NuvaRing	Schering-Plough	\$4,297,200	\$25,354,800	\$21,057,600	490%
Flomax	Boehringer Ingelheim / Astellas	\$25,449,300	\$24,812,600	-\$636,700	-3%
Total Brand Spending		\$1,179,010,400	\$1,086,893,100	-\$92,117,300	-7.81%
Total Pharma Spending*		\$1,242,874,400	\$1,121,700,900	-\$121,173,500	-9.75%

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

Television Continues To Hold Top Spot Among DTC Media

Internet Marks Strong Q1 With Triple-Digit Growth



	Media Type	Q1 2008	Q1 2009	\$ Change	% Change
65%	Television	\$772,687,100	\$741,250,400	-\$31,436,700	-4.07%
27%	Magazine	\$397,210,500	\$297,576,900	-\$99,633,600	-25.08%
5%	Internet*	\$21,030,400	\$53,353,600	\$32,323,200	153.70%
2%	Newspaper	\$48,212,800	\$19,743,400	-\$28,469,400	-59.05%
1%	Radio	\$3,026,900	\$9,284,400	\$6,257,500	206.73%
0%	Outdoor	\$706,700	\$492,200	-\$214,500	-30.35%
	Grand Total	\$1,242,874,400	\$1,121,700,900	-\$121,173,500	-9.75%

*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.