



Direct-to-Consumer Advertising Continues To Trigger Consumer Action

Vioxx Recall Had Minor Impact On The Effectiveness Of DTCA, According To Latest PharmTrends Research

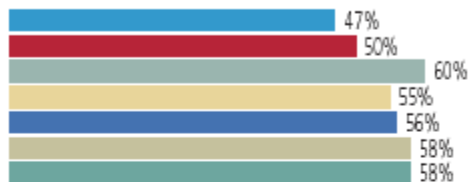
June 2, 2005, New York, NY — Despite the abrupt withdrawal of Vioxx and, most recently, Bextra from the market, consumers continue to respond to direct-to-consumer advertising (DTCA) at levels comparable to those reported prior to the Vioxx recall, according to the latest findings from Ipsos PharmTrends®, a syndicated tracking study of consumer behavior by Ipsos, the global survey-based marketing research firm.

The newest installment of this survey—based on February 2005 results—showed that almost two in ten consumers (18%) took action following exposure to a prescription drug, and one out of ten (11%) requested a specific medication. These “call to action” results have shown only minimal erosion from pre-Vioxx recall levels, in which 19% of consumers took action following exposure to a prescription drug, and 12% requested a specific medication. Ad awareness, at 58%, is also consistent with findings from previous waves.

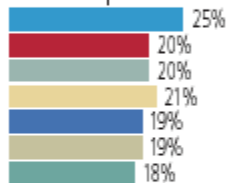
% Share of Respondents Based on Mail Study Among
24,000 Representative U.S. Adults 18+

February 2002 August 2002 February 2003 August 2003
February 2004 August 2004 February 2005

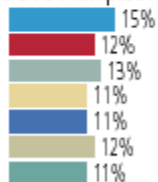
% Recalled Ad



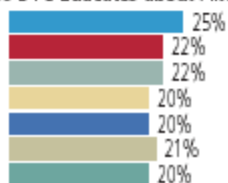
% DTC Prompted Doctor Contact



% DTC Prompted Request for Specific Rx



% DTC Educates about Alternative Therapies





“Despite the latest recalls, prescription drug advertising continues to be an accepted and effective channel for communicating the availability of prescription drug solutions,” says Barbara Bertner, Vice President, Ipsos-Insight’s PharmTrends. “Americans, despite finding prescription drug advertising annoying, believe that manufacturers should be able to advertise and that advertising provides a good source of information for alternative therapies. Manufacturers are taking notice with a distinct change in creative style that is more serious in tone and presents the information in a more straightforward manner.”

Certain categories experience higher advertisement recall among purchasers than others, and the top-ranking categories have not changed since the previous wave of PharmTrends research. The allergy category continues to be the leader with 61% of buyers recalling an ad for the brand they purchased; however, the number of ad-aware buying households has decreased by 5%, perhaps due to increased sales of generic loratadine, which is unlikely to be advertised.

Top Categories for Prescription Brand Drug Recall		
Based on percentage of category buyers that recalled an ad for the prescription brand bought within that category		
Category	% of prescription brand buyers with ad recall	% change in # of aware buying households
Allergies	61%	-5%
Behavioral Disorders	45%	+8%
Cardiovascular	37%	+7%
Lung/Respiratory Conditions	37%	+2%
Digestive Disorders	34%	-5%

Several branded prescription drugs show high levels of ad recall among their purchasers. Viagra tops the list this year, with nearly all its purchasers (89%) recalling seeing an ad for the erectile dysfunction drug in the year ending December 2004. Drugs entering the top ten ranking for the first time include Strattera (84% of purchasers ad aware), Detrol LA (82% of purchasers ad aware), and Aricept (80% of purchasers ad aware). Aricept exhibits the most significant movement upward, ranking eighth, up from thirty-sixth position one year ago.

Top Ten Prescription Brand Drugs by Ad Recall Levels		
Based on percentage of buyers that recalled seeing an ad for the prescription brand that they purchased		
2003 Rank	2004 Rank	Prescription Brand
2	1	Viagra
1	2	Ortho Evra
3	3	Nexium
7	4	Celebrex
28	5	Strattera
13	6	Detrol LA
4	7	Flonase
36	8	Aricept
8	9	Lipitor
6	10	Fosamax



For more information on this press release, please contact:

Barbara Bertner
Vice President
Ipsos PharmTrends
barbara.bertner@ipsos-na.com
Tel: 516.507.3357

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Ipsos PharmTrends Methodology

Ipsos PharmTrends® syndicated tracking service captures both prescription fulfillment and over-the-counter purchasing data through a longitudinal and continuous consumer panel of 16,000 households that is representative of the U.S. census composition. Each month, panelists report their prescription and over-the-counter purchases for the treatment of a full spectrum of medical conditions (general and specific). This monthly tracking service began in 1997.

To learn more about Ipsos PharmTrends® please visit:

www.ipsos-insight.com/KnowledgeCenter/SyndicatedReports/PharmTrends.aspx

InstaVue Survey Methodology

During the month of February, 2005, Ipsos PharmTrends® interviewed a representative sample of over 24,000 adults 18+ years of age using InstaVue, an omnibus mail service. The study was conducted and paid for by Ipsos PharmTrends®.

About Ipsos-Insight

Ipsos-Insight, the flagship marketing research division of Ipsos in the U.S., has industry specialists serving companies in the following categories: consumer products; technology and communications; health and pharmaceutical; financial services; cable, media and entertainment; agrifood; energy and utilities; and lottery and gaming.

Ipsos-Insight provides custom and tracking research services to domestic clients, as well as U.S.-based multinationals. It offers concept and product testing, package testing, attitude and usage studies, omnibuses, tracking systems, brand equity, price optimization and segmentation, marketing models, advanced analytics, and global research. Ipsos-Insight is an Ipsos company, a leading global survey-based market research group.

To learn more, please visit www.ipsos-insight.com.

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