



Ipsos Insight and AstraZeneca Awarded Best of Research Excellence Series at PBIRG 2006 Annual General Meeting

The case study "Quantifying the Emotional Drivers of Physician Brand Choice" selected to receive prestigious award by pharmaceutical company and supplier agency conference delegates

June 16, 2006, New York, NY — Ipsos Insight, the flagship marketing research division of Ipsos in the U.S., and AstraZeneca, one of the world's leading pharmaceutical companies, delivered a winning presentation at the Pharmaceutical Business Intelligence & Research Group's (PBIRG) 2006 Annual General Meeting in Aventura, Florida.

"Quantifying the Emotional Drivers of Physician Brand Choice" was a cooperative presentation on the role of emotional response and emotional drivers and a case study on understanding the emotional connections physicians had with a pharmaceutical brand. The presentation was made by Karin Weindel, Vice President of Ipsos Insight Health, and Brighid Delawski, Senior Market Research Analyst with AstraZeneca.

PBIRG's Research Excellence Series features PBIRG Affiliate Members delivering outstanding cutting-edge case studies focused on best practices in research methodologies for inspiring change and influencing new business models. The winner of the Best of Research Excellence was chosen by the PBIRG "Shaping Pharma's Future: Influencing the New Business Models" conference attendees.

"Our paper highlighted the important role emotions play in decision making—even in the rational, scientific world of medicine," said Karin Weindel, co-author of the presentation. "To truly understand and optimize the pharmaceutical brand, we applied a version of Ipsos' proprietary approach to measuring emotional response and motivation, and presented our findings in the case study."

To read the presentation, visit <http://www.ipsosinsight.com/KnowledgeCenter/Health>

For more information on this news release, please contact:

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Ipsos Insight Health

Ipsos Insight, the flagship marketing research division of Ipsos in the North America, has industry specialists serving companies in the following sectors: consumer products; technology and media; health and pharmaceuticals; financial services; agrifood; energy and utilities; and lottery and gaming.

Ipsos Insight Health represents the pharmaceutical practice within this division of Ipsos, providing custom and syndicated research to prescription and non-prescription drug manufacturers as well as biotech and healthcare providers. Ipsos Insight Health's innovative research techniques and vast global resources support you in charting the course for successful market entry and category leadership for your brands. We specialize in sizing the market potential for new prescription drug introductions, branding, and communication, as well as in-market performance monitoring.

To learn more, please visit www.ipsosinsight.com/health.

**About AstraZeneca**

AstraZeneca is a major international healthcare business engaged in the research, development, manufacture and marketing of prescription pharmaceuticals and the supply of healthcare services. It is one of the world's leading pharmaceutical companies with healthcare sales of \$23.95 billion and leading positions in sales of gastrointestinal, cardiovascular, neuroscience, respiratory, oncology and infection products. In the United States, AstraZeneca is a \$10.77 billion healthcare business with more than 12,000 employees. AstraZeneca is listed in the Dow Jones Sustainability Index (Global) as well as the FTSE4Good Index.

For more information about AstraZeneca, please visit: www.astrazeneca-us.com