



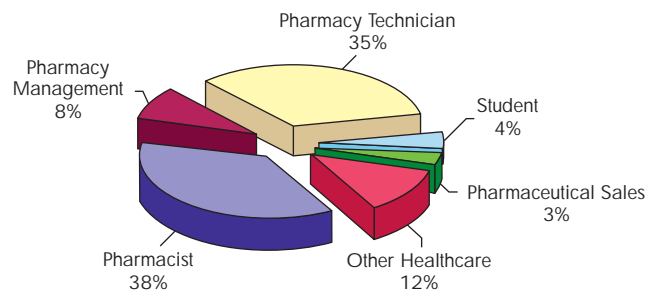
Connect with pharmacists nationwide with Pharmacy Choice®

Pharmacy Choice is an application service provider and professional services company for the pharmacy and pharmaceutical industries, offering a full suite of web and email based communication solutions that target pharmacy professionals.

The Pharmacy Choice web portals are collectively the most popular destinations on the Internet for pharmacy professionals.

Site Statistics*

290,884	Registered web site users
217,107	Monthly newsletter subscribers
153,715	Continuing Education enrollments
310,901	Unique web site visitors: * *
	- www.pharmacychoice.com 168,720
	- www.rxcareercenter.com 100,549
	- www.rxschool.com 41,632



The Pharmacy Choice Network consists of three primary web-portals --- PharmacyChoice.com, RxSchool.com and RxCareerCenter.com. Combined, these portals are the most visited web sites in the pharmacy industry.

Pharmacy Choice

www.pharmacychoice.com

Provides pharmacists, pharmacy technicians, students and others in the industry with the most comprehensive suite of web-based tools and information available, including drug information, industry news and educational programs.



RxSchool

www.rxschool.com

RxSchool is an e-learning web portal that offers one of the largest ACPE accredited continuing education catalogs on the Internet with over 150 hours of live and enduring continuing education.



RxSchool is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education

RxCareerCenter

www.rxcareercenter.com

Home to the largest job board for the pharmacist, pharmacy technician and pharmaceutical industry professional. Provides job candidates with a secure and confidential system for searching for career opportunities.

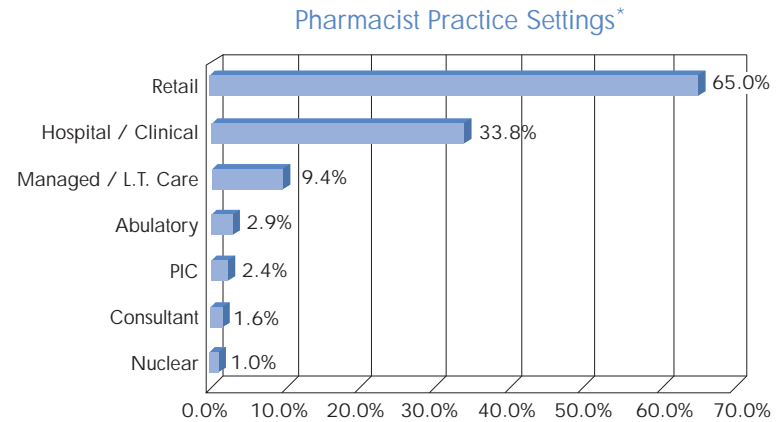


* Data is current as of 2/01/09 and includes all 3 primary web portals
** Unique visitors are specific to a 90-day timeframe (11/01/08-2/01/09)

Advertising Opportunities

Reach the Entire Industry

The Pharmacy Choice database of pharmacy professionals includes all occupational categories, from retail staff pharmacists to hospital pharmacy directors across every key practice setting.



Special Announcement Program

Build brand awareness within the pharmacist community with multiple branding and awareness opportunities.

- Posted in all premium locations (Pharmacy Choice, RxSchool, RxCareerCenter)
- Includes:
 - Email blast to over 100,000 opt-in pharmacy professionals
 - Exposure in Pharmacy Choice and RxCareerCenter newsletters
 - Custom survey and results
- Product branding web pages may include:
 - Contact
 - Patient usage instructions
 - Prescribing information
 - Product facts and FAQs
 - Medication guides
 - Links to other web-based resources such as the product home page or educational programs at RxSchool
 - Banner advertising
 - Custom survey

Special Announcement

Spirentia **NEW**
Tablets

Spirentia is a prescription medicine for adults who battle frequent migraines.

Clinical studies found that Spirentia tablets, which dissolve quickly after swallowing, reduced the frequency of migraines.....

[View Entire Announcement](#) Go to Spirentia.com

Advertising options can be purchased separately, or combined in customized packages for maximum impact

- Banner ads -
- Special Announcement elements -
- Newsletter sponsorships -
- Email marketing -
- Company/product web pages -
- Custom surveys -

