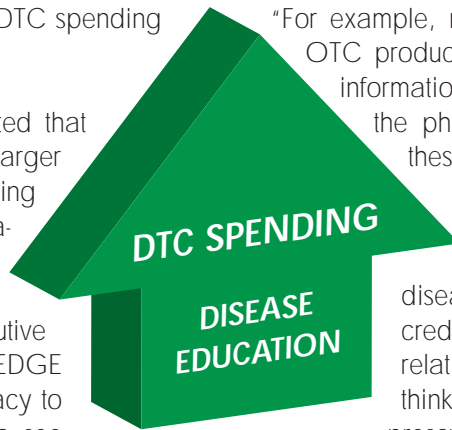


First-Half DTC Spending Up

According to recent industry reports, spending by drug manufacturers on direct-to-consumer advertising increased by more than 8 percent in the first half of 2006 compared with the same period last year, with total DTC spending for the six month period at \$2.46 billion.

In its October issue, *DTC Insights* reported that disease education efforts are claiming a larger share of DTC budget allocations, climbing from 6% to 9% of the total. Greater emphasis on disease education also is fueling increased utilization of in-store marketing campaigns, says Gary Norman, executive vice president and general manager, Rx EDGE. "There is no better place than the pharmacy to educate consumers and motivate them to see their doctor or talk to a pharmacist about different treatment approaches," he said.

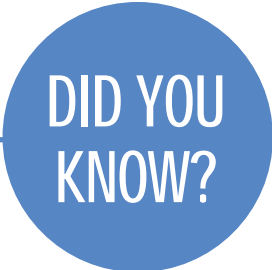


Norman added that recent in-store campaigns focused on educating consumers about conditions like acid reflux disease have been successful in convincing many to seek treatment.

"For example, many of those who have heartburn turn to OTC products," said Norman. "When disease-specific information is made available in the antacid section of the pharmacy aisles, it captures the attention of these key consumers."

Norman predicts pharmaceutical manufacturers will continue to emphasize disease education. "Education is the most credible and effective way to begin to build a relationship with consumers. Many won't even think about talking to their doctors about prescription treatments until they better understand what their symptoms mean."

Rx EDGE Offers Art & Design Services



As part of its complete account-service approach for creating in-store marketing campaigns that attract consumer attention, Rx EDGE offers its clients extensive in-house art and design capabilities.

"Whether it involves adapting a concept from an existing print or television campaign or starting from scratch, we have an excellent creative team that provides comprehensive art and design service to support all of our in-store marketing programs," said Kathleen Bonetti, vice president of marketing.

Services offered by the Rx EDGE Design Center include:

- Creative concept development
- Adaptation of existing ad-campaign art and photos for in-store displays
- Assistance in locating photos and images
- Development of a variety of prototypes
- Rapid turnaround and industry know-how based on extensive experience in pharmaceutical brand marketing

