

No media plan is complete without Rx EDGE Shelf and Counter programs. They help you connect with millions of current and prospective patients in a nationwide network of over 30,000 retail pharmacies

Motivate consumers in the pharmacy when they are seeking remedies and making healthcare decisions. Prominent information dispensers are placed at the shelf near over-the-counter or other corresponding products and at the pharmacy counter--reaching consumers when they are most receptive to your messages. Take-one inserts facilitate more informed physician-patient communication, delivering disease-state information, product details, and offers.

Reach

- Adult audience: 126.1 million¹
- Adult reach: 74%²
- Impressions: 378.9 million³
- Demographic and geographic targeting resources insure optimal audience is reached

Frequency

- Available in eight six-week cycles throughout the year on a category-exclusive basis
- All programs are installed by an experienced field merchandising group

Measurable Results

- Sales impact is measured using test and control matched panel research conducted by a third-party research firm
- Generates an average script lift of 11.3%⁴
- Average return on investment exceeds \$6.00 for every dollar invested⁵



RxEDGE®

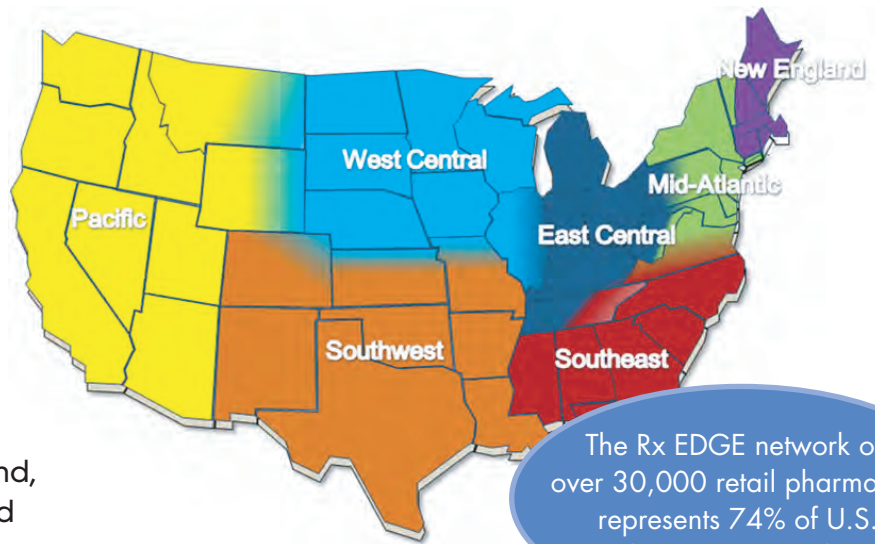
Aisles of Opportunity®

The Retail Pharmacy-a Valuable Healthcare Destination

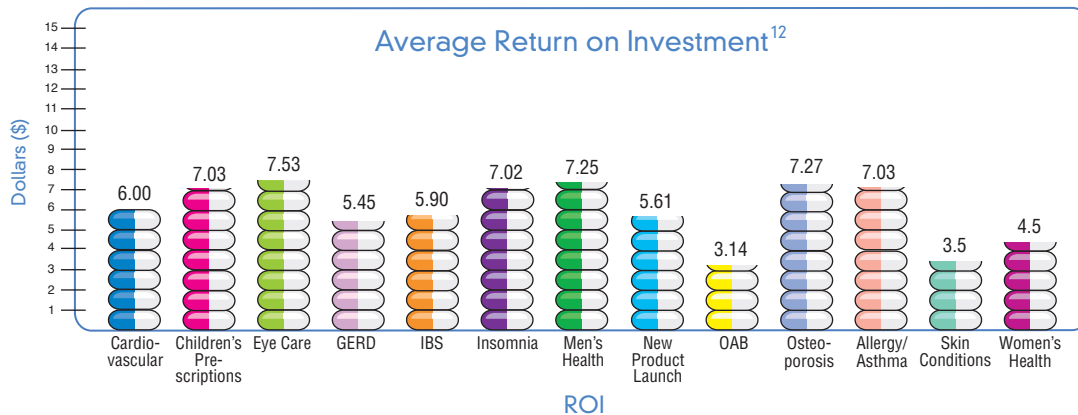
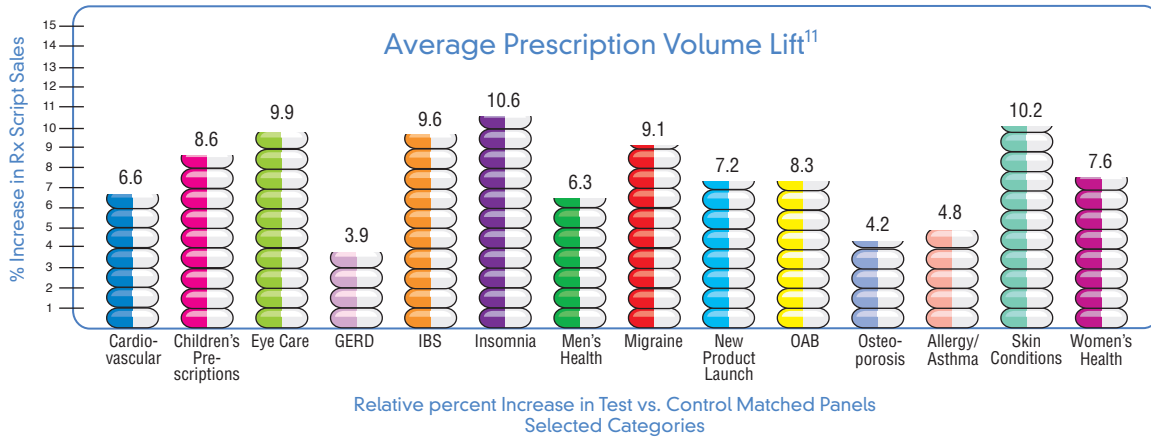
- ▶ The pharmacist, a trusted healthcare provider, is within reach to answer questions
- ▶ Shopper traffic is significant—in an average week, 2,380 transactions take place in a drug store⁶ and 1,148 prescriptions are dispensed⁷
- ▶ Nearly all Americans (93%) live within 5 miles of a retail pharmacy⁸
- ▶ Community pharmacies are increasingly becoming health resource centers, offering wellness events, immunizations, screenings, in-store clinics and other services
- ▶ The OTC/health category drives traffic and accounts for 30% of retail pharmacy sales⁹

Use an Rx EDGE media buy to promote your brand messages nationally in chain drug, independent, mass and supermarket pharmacy channels

Cover major markets in the East Central, Mid-Atlantic, New England, Pacific, Southeast, Southwest, and West Central regions



Achieve measurable, statistically reliable results



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- 1 Spring 2010 GfK MRI, FMI Transaction data, SymphonyIRI Group household purchase information
- 2 Audience as percent of U.S. adult population
- 3 Exposures using Audience as base
- 4 Matched panel research conducted by Retail Intelligence, Inc. Average TRx and/or NRx sales increase during post-installation period
- 5 ROI calculated using script lift and client-supplied pricing data
- 6 "FMI Speaks", retailer-supplied data
- 7 IMS Health, NACDS Economics Department
- 8 NCPDP Pharmacy File, Arcgis Census Tract Files, NACDS Economics Department
- 9 AC Nielsen, IMS Health, NACDS Economics Department
- 10 Drug Store News "PowerRx 50" May 2011, Rx sales
- 11 Matched panel research conducted by Retail Intelligence, Inc. Average TRx and/or NRx sales increase during post-installation period
- 12 ROI calculated using script lift and client-supplied pricing data