



We're adding an Rx giant to our network

Walgreens is joining the Rx EDGE network. That means we can now deliver brand messages in the aisles of more than 30,000 retail pharmacy outlets, taking your brand and your media dollars further than ever before.

With the addition of Walgreens:

- Our network accounts for 74% of total U.S. retail prescription volume
- Our audience increases to 126.7 million prospective patients¹
- Our impressions will reach 378.9 million²

Reach prospective patients when their health concerns are top of mind, as they seek remedies in the retail pharmacy.



Our prominent information dispensers are placed at the shelf near over-the-counter or other corresponding products—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. Our programs have been proven to increase script volume and deliver a substantial return on investment.

Put some power behind your media dollars with the nation's largest retail pharmacy network--now including Walgreens!

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Walgreens Quick Facts³

- 63% of U.S. population lives within three miles of a Walgreens store
- 5.9 million shoppers daily
- 350 stores have a Take Care Clinic™
- 778 million prescriptions filled in 2010-20.9% of total retail scripts
- #1 in U.S. prescription sales
- #1 in number of stores

"Walgreens' underlying goal...is to be the nation's premier destination for retail health-and-wellness needs across a broad spectrum of American life."⁴



1 Audience for six-week cycle: Spring 2010 GfK MRI, FMI Transaction Data, Symphony IRI Group household purchase information
 2 Impressions for six-week cycle: Number of exposures using Audience as base
 3 Sources: Nielsen, Walgreens-reported shopper data, Rx sales and store count: Drug Store News "PowerRx 50" May 2011
 4 Quote, Greg Wasson, president and CEO, "Fast, Nimble Walgreens aims to own 'well'" Drug Store News May 2011