

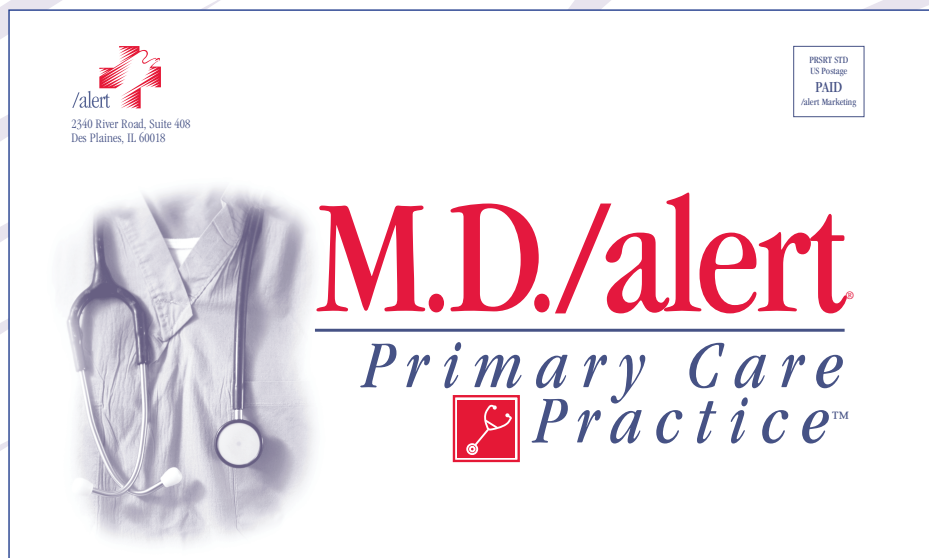
New Data

“From the Experts in Non-Personal Marketing Programs”

DELIVERING The Most Eyeballs

- M.D./alert® is #1 in providing unbiased, timely, useful, convenient and respected content
- 76% of physicians say that they receive useful product information in M.D./alert®
- 65% of physicians open M.D./alert® FIRST when opening their mail
- 63% of physicians would recommend M.D./alert® to a colleague

Source: 2009 TRA Research, sample size 461 - 23% returns from 2,000 surveys.
For complete study data please contact your /alert account manager.



e-M.D./alert®
targeted e-mail programs



1-800-4-Mailing
Experts in Non-Personal Marketing Programs
For more information please contact your /alert account manager