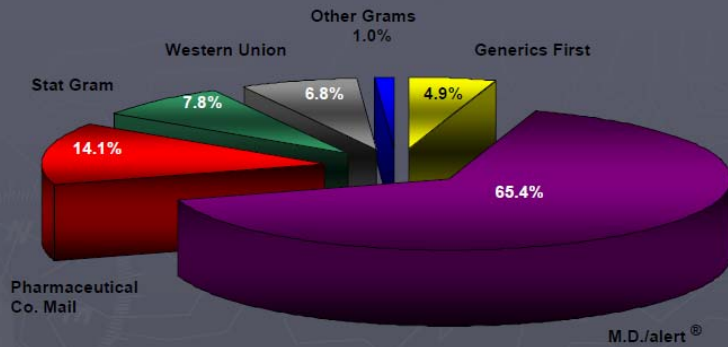


TRA Study Results -2009: /alert Brand name increases value of mail

MD/alert preferred 65.4%

Value greater than other mailings-”unbiased”

Q3 Top Ranking Direct Mail Programs

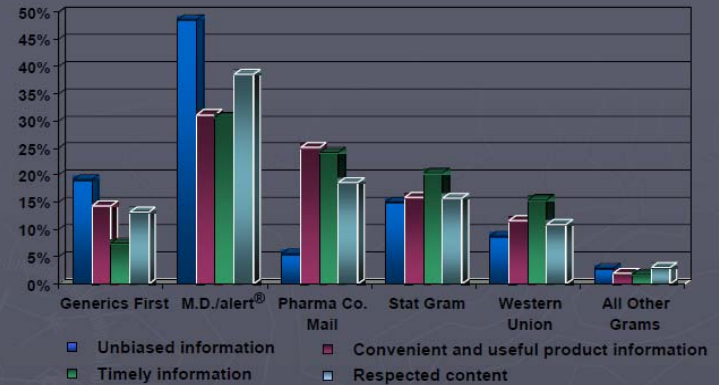


Just under 2/3rds of physicians ranked M.D./alert® as the #1 direct mail program.

11



Q4 Direct Mail Program Rating



M.D./alert® was ranked the best direct mail program in providing unbiased information, convenient and useful product information, timely information, and respected content by more physicians than any other direct mail program.

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MD/alert Value to Physicians

- 65.2% of physicians agree that M.D./alert® helps make them better prepared
- 63.4% of physicians agree that M.D./alert® provides useful information
- 75.7% of physicians agree that M.D./alert® provides useful product information
- 52.7% of physicians agree that M.D./alert® provides insight and information
- 67.4% of physicians indicated that they wanted to continue to receive M.D./alert®

