

Manhattan Research Ranks the Top Pharmaceutical Branded Websites by Rx Request Rates While Chantix and Cialis Lead, Many Heavily Advertised Brands Lag Behind

NEW YORK, NY - February 4, 2008 - Manhattan Research, a leader in syndicated research and marketing services for the health and pharmaceutical industry, today revealed the top pharmaceutical branded product websites ranked by offline requests by U.S. adult consumers. The product site rankings are based on the comprehensive online consumer research study with 5,112 U.S. adults titled *ePharma Consumer® v7.0: The Future of Integrated DTC Marketing*. In addition to the top product site rankings, the study provides in-depth data on more than 200 leading pharmaceutical product sites including site satisfaction, site search rationales, tools and features desired on product sites, and a wide range of consumer actions taken afterwards.

"Having the most unique visitors is no longer the ultimate goal of a successful pharmaceutical product site," says Mark Bard, president of Manhattan Research. He continues, "Brand teams and agencies are being challenged to demonstrate the economic and strategic value created by these online destinations - beyond the raw number of visitors or page views. After all, if a site is all traffic and no action then what is the strategic value of the site?"

Top 10 Pharmaceutical Branded Websites Driving Prescription Drug Requests

1. Chantix
2. Cialis
3. Viagra
4. Aciphex
5. Ambien CR
6. Levitra
7. Lamisil
8. Lunesta
9. Wellbutrin XL
10. Ortho Evra

Source: *ePharma Consumer® v7.0*, Manhattan Research, LLC

To learn more about consumer segments of pharmaceutical information seekers, contact Manhattan Research by visiting www.manhattanresearch.com/ePC.htm or by emailing sales@manhattanresearch.com.

Some of the additional product sites researched within *ePharma Consumer® v7.0* include the following: Abilify, Actonel, Advair, Aranesp, Aricept, Avandia, Boniva, Botox, Caduet, Concerta, Crestor, Cymbalta, Depakote, Depo-Provera, Detrol LA, Effexor XR, Enbrel, Flomax, Flonase, Flovent, Fosamax, Gardasil, Glucophage XR, Humira, Humulin, Imitrex, Lantus, Lexapro, Lipitor, Nasacort, Nasonex, Neulasta, Neurontin, Nexium, Norvasc, NuvaRing, Ortho Tri-Cyclen Lo, Paxil, Plavix, Pravachol, Prevacid, Protonix, Provigil, Pulmicort, , Restasis, Risperdal, Rozerem, Seasonale, Seroquel, Singulair, Strattera, Tamiflu, Topamax, Toprol XL, Tricor, Valtrex, Vytorin, Yasmin, Yaz, Zocor, Zolof, Zomig, Zyprexa and Zyrtec.

Please visit www.manhattanresearch.com/ePC.htm to download the *ePharma Consumer®* product brochure, request subscription information, and to listen to two audio presentations summarizing highlights from the research.

Manhattan Research

ePharma Consumer® v7.0 is a syndicated multi-client study and advisory service focused on key research topics and trends impacting online U.S. consumers seeking pharmaceutical information. The study was fielded in December 2007 among 5,112 U.S. adult consumers. In addition to *ePharma Consumer®*, Manhattan Research conducts five additional research studies annually among consumers and physicians in the United States and in Europe: *Cybercitizen® Health US*, *Cybercitizen® Health Europe*, *Taking the Pulse® US*, *Taking the Pulse® Europe*, and *ePharma Physician®*. Each study serves a unique purpose and focuses on specific aspects of information technology adoption. Broad consumer and physician research is complemented by targeted analyses among more than 50 consumer therapeutic segments and 25 physician specialist segments.