

Manhattan Research Reveals Top Consumer-Ranked Pharmaceutical Product Websites Webinar Discusses How Sites Successfully Convert Visitors into Prescription Requesters

NEW YORK, NY - March 6, 2007 - Manhattan Research, a healthcare market research and services firm, today revealed the top pharmaceutical product websites as visited by U.S. adult consumers who then requested a prescription from their personal physician. The product site rankings are based on the comprehensive online consumer research study with 4,965 U.S. adults titled *ePharma Consumer® v6.0: The Future of Integrated DTC Marketing*. In addition to the product site rankings, the study provides data on over 100 leading pharmaceutical product sites, consumer site satisfaction, site search rationales, tools and features desired on product sites, and specific consumer actions taken afterwards.

"The metrics of success for marketers and brand teams have evolved from focusing only on the total number of unique visitors and page views," states Meredith Abreu, Vice President, Manhattan Research. "Today the focus has migrated to a better understanding of why they are visiting in the first place, what they do once they get there, and, more importantly, how the site motivates them to take action offline."

A complimentary webinar entitled "The Future of Integrated DTC Marketing" will be offered twice on March 13th, at 11:00 am ET and again at 3:00pm ET, as a review of the key findings and strategic insights (enrollment details below).

Top 5 Product Sites with Highest Percent of Visitors Requesting Rx after Visiting Site

- 1 Cialis
- 2 Viagra
- 3 Nexium (purplepill.com)
- 4 Lunesta
- 5 Allegra

Among product sites with > 1.5 million U.S. adult consumer visitors in the past 12 months
Source: *ePharma Consumer® v6.0*, Manhattan Research, LLC

Top 5 Product Sites Driving Rx Requests after Visiting Site (Prescription Volume)

- 1 Ambien CR
- 2 Allegra
- 3 Wellbutrin XL
- 4 Lunesta
- 5 Nexium (purplepill.com)

Among U.S. adult consumer visitors in the past 12 months
Source: *ePharma Consumer® v6.0*, Manhattan Research, LLC

To learn more about this active consumer segment of pharmaceutical information seekers and to register for one session of the webinar "The Future of Integrated DTC Marketing", contact Manhattan Research by visiting the link below or by emailing sales@manhattanresearch.com. Participation will be limited to qualified business accounts.

DATE: March 13, 2007
TIMES: 11:00am ET and again at 3:00pm ET
SPEAKERS: Meredith Abreu, VP Research
TO REGISTER: <http://www.manhattanresearch.com/epc.htm>

Additional product sites researched within *ePharma Consumer® v6.0* include the following: Abilify, Aciphex, Actonel, Adderall, Advair, Allegra, Amaryl, Ambien, Aranesp, Aricept, Avandia, Bextra, Boniva, Botox, Caduet, Celebrex, Celexa, Cialis, Cipro, Clarinex, Crestor, Cymbalta, Depakote, Depo-Provera, Detrol LA, Effexor XR, Enbrel, Flonase, Flovent, Fosamax, Gardasil, Glucophage XR, Humira, Humulin, Imitrex, Lamisil, Lantus, Levaquin, Levitra, Lexapro, Lipitor, Lunesta, Nasacort, Nasonex, Neulasta, Neurontin, Nexium, Norvasc, NuvaRing, Ortho Evra, Ortho Tri-Cyclen Lo, Paxil, Plavix, Pravachol, Prevacid, Protonix, Provigil, Pulmicort, Restasis, Risperdal, Rozerem, Seasonale, Seroquel, Singulair, Sonata, Strattera, Tamiflu, Topamax, Toprol XL, Tricor, Valtrex, Viagra, Vytorin, Wellbutrin XL, Yasmin, Yaz, Zithromax, Zocor, Zolof, Zomig, Zyprexa and Zyrtec.

Manhattan Research Products and Services

In addition to *ePharma Consumer®*, Manhattan Research conducts annual research studies among physicians and consumers, including *Taking the Pulse® Europe*, *Cybercitizen® Health*, *ePharma Consumer®*, *Taking the Pulse®* and *ePharma Physician®*. Each study serves a unique purpose and focuses on different aspects of information technology adoption. Broad consumer and physician research is complemented by targeted analysis among more than 40 consumer therapeutic segments and 20 physician specialist segments.

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