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FOR IMMEDIATE RELEASE

**PARTNERS SDI AND ECRM[®] LAUNCH ADVERTISING PLANNING TOOL TO
MAXIMIZE IMPACT OF SEASONAL PROMOTIONAL CAMPAIGNS**

***FAN Promotional Index[®] helps determine most effective advertising schedules for
cold/cough and flu products***

PLYMOUTH MEETING, Pa. – July 16, 2008 –[SDI](#), the leader in innovative healthcare analytics for the pharmaceutical and healthcare industries, and [Efficient Collaborative Retail Marketing[®]](#) (ECRM), the foremost provider of category- and season-specific planning tools, today announced the launch of a powerful analytical tool designed to help healthcare and cough/cold-related companies to maximize the return on investment (ROI) for their promotional expenditures. The FAN Promotional Index[®] (FPI[®]) tool measures the degree of correlation between the historical promotions and the affected population levels throughout the cold / cough and flu seasons.

“Only 15 percent of shoppers walk down the drugstore ‘cold’ aisle in a non-cold/flu season, so it is vital that advertising campaigns and in-store displays are timed to match the narrow windows of seasonal illnesses,” said Scott Hanslip, vice president of OTC Health at SDI. “Last year, the peak of the cold season was in February, yet retailers were taking down their cold endcaps at that time—significantly reducing their potential sales. With FPI, decision-makers have access to data that clearly identifies the timing required to best leverage market opportunities and maximize revenue.”

FPI combines SDI’s Flu/Cold/Respiratory Activity Notification (FAN[®]) program data with ECRM’s MarketGate[™] Ad Comparison tool to provide manufacturer and retail marketers with metrics to evaluate the return on advertising dollars spent, based on the specific advertisement’s timing, size and placement. On a scale from zero to five, advertising alignment is scored in relation to timing of peak illness periods for product categories related to cough/cold and flu, including over-the-counter (OTC), personal care and household items such as tissues, thermometers and household disinfectants. For instance, if an advertisement for an OTC flu product appeared in a

retailer's flyer during the peak period of illness for a defined geographical area, it would receive a rating of 5.

By leveraging the FPI data analytics and reporting tool, manufacturers and retailers can review timing and severity of the overall cough/cold season as well as specific symptomology such as cough, sore throat, influenza, etc., versus when promotions were executed and to what degree the advertising events aligned with the seasonality of these illnesses.

“Within this 'need-driven' category of cold/cough and flu, mistiming an advertising event can lead to costly and inefficient trade spending,” said Hanslip. “Now, manufacturers and retailers can use FPI to identify when the population is most likely to be afflicted and motivated to purchase cold/cough and flu products.”

Historical FPI reports are generated based on the following user-selected parameters:

- Retailer, by name and region
- Manufacturer and brand
- Adult (13+), pediatric (12 and under) and total population breaks
- Symptom(s), including subcategories of influenza-like illness (ILI), cough, sore throat, fever, congestion and earache
- Dates to compare (e.g. season-to-season or quarter-to-quarter) within the past two years

These customizable reports allow marketers to review the average FPI score for all of their advertising campaigns executed within a user-specified time period, as well as examine the alignment of individual campaigns with the afflicted population, via graphical charts. Lastly, marketers can rank manufacturers by their average FPI score, enabling retailers to evaluate the success of co-sponsored campaigns and allowing manufacturers to examine their competitors' advertising strategies.

The FAN Seasonal Planning Reports, including FPI, use SDI's FAN data to track the number of individuals suffering from the common cold, flu or other respiratory illnesses nationwide. The highly configurable reporting tool allows users to create reports for selected retailers, product categories, manufacturers, products and time periods. Users can then drill down to view results for selected population and symptom segments. To ensure accuracy, SDI extracts real-time illness data from its vast array of healthcare data, such as physician diagnosis data, retail pharmacy data, laboratory data, hospital emergency room data and more.

Access to the FAN Seasonal Planning tool requires the user to be an SDI FAN client as well as a premium subscriber to ECRM MarketGate. The FAN Seasonal Planning tool is available at no extra charge to users who already have premium subscriptions. Users who wish to register for a premium subscription may visit:

<http://adcompare.marketgate.com/MarketGate/Apps/SignUp.aspx>.

For information about FPI data analysis and reporting capabilities, please contact Scott Hanslip at 610.834.0800 or shanslip@survdata.com.

About SDI

Since 1982, SDI has been delivering the most innovative healthcare data products and analytic services on the market to the pharmaceutical, biotech, healthcare, medical device, and consumer packaged goods industries. SDI is a leading provider of de-identified patient-level data, as well as real-time localized disease **and treatment** surveillance and modeling data. SDI takes a consultative approach to designing the best analyses for its clients, combined with expert study execution and analytical expertise to produce superior insights. Its current roster of client companies in the pharmaceutical/biotech sector includes all of the top 20 firms. For more information visit www.survdata.com or call 610.834.0800.

About Efficient Collaborative Retail Marketing (ECRM)

ECRM provides business solutions by integrating process, vision and technology. Buyers and suppliers of the Consumer Packaged Goods Industry are linked together through ECRM's Efficient Program Planning Sessions, or EPPS® events. These private, category specific meetings provide a more cost-effective and time saving alternative to the traditional trade show format. ECRM's model has proven to be successful with more than 400 EPPS/ESR's held worldwide since 1994. Additionally, ECRM offers a wealth of technology within the MarketGate™ Application Suite. Using a unique concept and advanced software, ECRM simplifies and enhances everyday business practices for the CPG industry. For additional information on ECRM, please visit www.ECRM.marketgate.com <<http://www.ecrm.marketgate.com/>> .

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