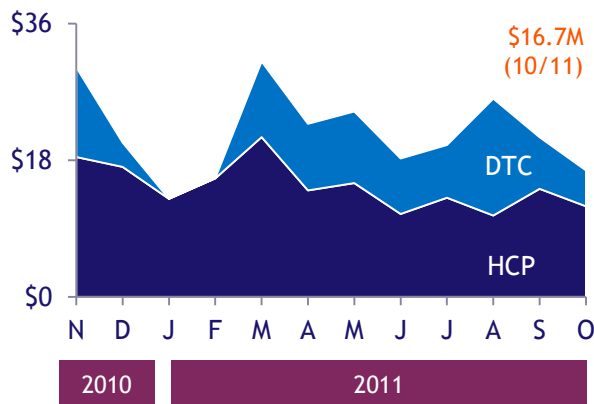




In the three months ending October '11 total promotional spend grew ~1.8%; Healthcare professional spend fell ~5.4% as Aricept and Namenda reduced sales forces in line with Aricept losing exclusivity; Aricept substantially increased DTC investment for its 23mg formulation.

### Total Promotional Spend (\$M)

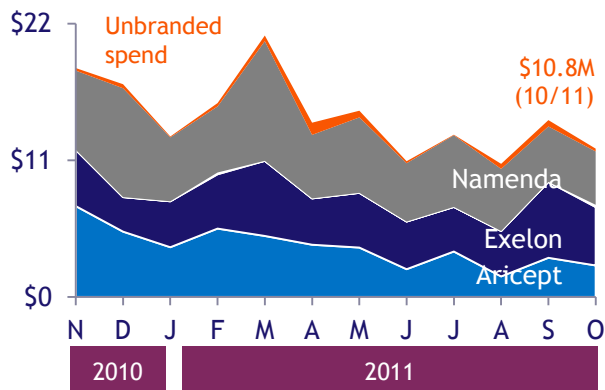
Updated: 02/15/12



- \$~16.7M was spent on total promotion in October, a ~1.8% increase (3 month rolling), with ~71.6% of the expenditure focused on health care professionals
  - Exelon HCP spend increased ~22.3% in and decreased DTC spend, in light of Aricept LoE
  - Namenda accounted for ~36% of HCP spend and had no DTC spend
  - Aricept accounted for ~21.2% of HCP spend; Aricept launched a DTC campaign in August '11, focusing on its 23mg formulation

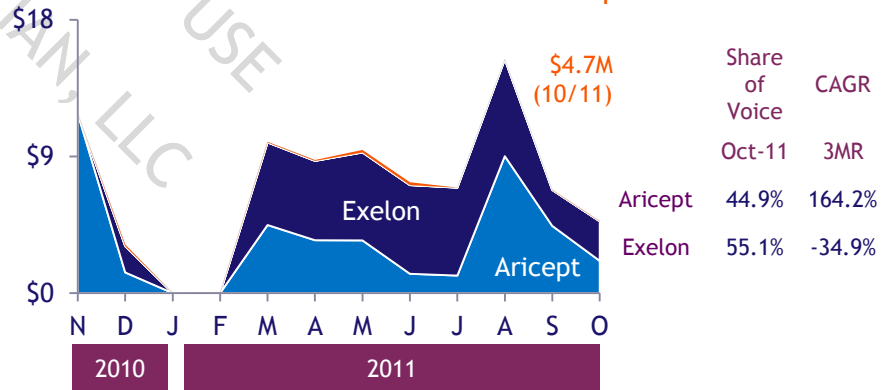
### Healthcare Professional Spend (\$M)

Updated: 02/15/12



### Direct to Consumer Spend (\$M)

Updated: 02/15/12



Note: Healthcare Professional (HCP) spend includes marketing to physicians, nurse practitioners, physician assistants through marketing & event promotions, journals, and online promotions; Direct to Consumer (DTC) includes marketing channels in television, radio, newspapers, magazines, outdoor advertisements, and internet; 3 month rolling (3MR) compares spend for the 3 months 8/11-10/11 vs. the 3 months 5/11-7/11

Sources: SDI (IMS) Promotion Audits, Kantar Media Research 2010 - 2011