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SDI REPORTS: PRESCRIPTIONS FOR PATIENTS NEW TO NIASPAN RISE 41% IN WEEK FOLLOWING RELEASE OF ARBITER 6-HALTS STUDY RESULTS

PLYMOUTH MEETING, Pa. (Nov. 25, 2009) – In the week ending Friday, Nov. 20 – after the American Heart Association and *New England Journal of Medicine* released results of the Arbiter 6-HALTS study on Saturday, Nov. 15 – patients new to Niaspan filled 13,255 prescriptions for the cholesterol therapy, an increase of 41% from the week ending Nov. 13.

This data comes from Vector One®: National (VONA), SDI's national-level prescription and patient tracking service. VONA provides a comprehensive overview of the national performance of all prescription drugs dispensed by retail pharmacies.

Niaspan prescriptions rose for patients who had never before taken a cholesterol therapy, as well as patients adding Niaspan to their current cholesterol treatment or switching from a different cholesterol medicine to Niaspan. Niaspan prescriptions filled by patients who had not filled a script for a cholesterol therapy during the previous 12 months grew 34% in the week ending Nov. 20 compared with the prior week. Prescriptions dispensed to patients adding Niaspan to their current treatment or switching to Niaspan from a different cholesterol medicine increased 46%.

Niaspan prescriptions totaled 107,358 in the week ending Nov. 20th, up 2.6% from 104,590 in the week ending Nov. 13.

About SDI

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world's top 50 pharmaceutical and biotech firms as its clients.