



For Immediate Release

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**PFIZER'S CHANTIX WINS *THE DOCTORS' CHOICE* AWARD
AS HIGHEST RATED GENERAL PRACTICE AD**

NuvaRing from Organon Takes Honors for Ad to Specialist Audience

New York, NY – September 20, 2007 – Pfizer and Organon received top honors today at the Association of Medical Media's annual *Doctors' Choice* Awards luncheon at the Palace Hotel in New York City. Winners are selected according to their scores in an independent Internet survey measuring physicians' attitudes toward product advertising in medical journals.

Pfizer took the award in the general practice category for its two-page Chantix ad, created by Euro RSCG Life LM&P. Organon was named top scorer in the specialty physician category for its one-page NuvaRing ad created by CommonHealth's Adient.

The Doctors' Choice survey this year included 332 ads in 11 therapeutic categories among the 200 most widely advertised products in 2006. Responses were received from 6,040 physicians indicating their preferences in medical journal messages. This is the fifth year *The Doctors' Choice* research has been conducted by Readex Research. The program was established by the Association of Medical Media (formerly the Association of Medical Publications) in 2003.

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Among company winners, Pfizer headed the list with five awards – two for top scoring ads within specific therapeutic categories, two for unit size, and the award for the highest scoring primary care ad.. Other winners in more than one category were Genentech/OSI, Merck, and Organon -- each taking two awards.

The leader among creative agencies was Cline Davis & Mann, named in four awards – three for Pfizer and one for Novo Nordisk’s Novolog Flexpen. Abelson-Taylor, Euro RSCG Life LM&P, and Adient took two awards each.

A summary of the winning ads honored at *The Doctors’ Choice Awards* luncheon, their manufacturers and creative advertising agencies, is as follows:

Drug Categories

Anti-Infectives	Zyvox (1-page)	Pfizer	Cline Davis & Mann
Cardiovasculars	Lipitor (2-page)	Pfizer	Cline Davis & Mann
Dermatologicals	Zovirax (1-page)	Biovail	Regan Campbell Ward*McCann
Diabetes Therapy	Novolog Flexpen (1-page)	Novo Nordisk	Cline Davis & Mann
Gastroenterologicals	HalfLyte (1-page)	Braintree	LyonHeart
Neurologicals	Keppra (1-page)	UCB Pharma	LyonHeart
Obstetricals/Gynecologicals	NuraRing (1-page)	Organon	Adient
Oncologicals	Tarceva (4-page)	Genentech/OSI	Abelson-Taylor
Pediatrics	Gardasil (3-page)	Merck	JUICE Pharma
Psychiatrics	Lunesta (1-page)	Sepracor	echoTorre Lazur
Urologicals	Flomax (1-page)	Boehringer Ingelheim	DRAFTFCB HealthCare

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Page Unit Categories

One-Page	Zyvox	Pfizer	Cline Davis & Mann
Two-Page	Chantix	Pfizer	Euro RSCG Life LM&P
Three-Page	Invanz	Merck	KPR
Four-Page	Tarceva	Genentech/OSI	Abelson-Taylor

Highest Scoring Ads

Specialist	NuvaRing	Organon	Adient
Primary Care	Chantix	Pfizer	Euro RSCG Life LM&P

For more information about *The Doctors' Choice Awards*, visit the AMM website:

www.ammonline.org or contact Cheryl Pizor at the AMM offices – 908-233-8147 or

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