

FOR IMMEDIATE RELEASE

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**AMM Announces *The Doctors' Choice Awards* Finalists
Over 4,600 MDs Vote for Best Journal Ads
In AMM's *Doctors' Choice Awards***

MOUNT LAUREL, N.J., September 1, 2010--The Association of Medical Media (AMM) has announced *The Doctors' Choice Awards* ad finalists from 21 specialties based on research on advertisements appearing in 2009. The creative teams that worked on the winning advertisements will be recognized at *The Doctors' Choice Awards* on Thursday, September 16, 2010 from 3:30 – 6:30 p.m. at Comix Comedy Club, located at 353 West 14th Street in New York City.

The research on MD preferences was conducted by computer solicitation on 325 advertisements representing the 86 most widely-advertised products in 2009. The study was conducted by Readex Research, and drew more than 4,600 responses. This is the seventh year AMM has conducted *The Doctors' Choice* research.

“Given the significance of pharmaceutical developments for patients and professionals alike, we’re pleased to continue spearheading *The Doctors' Choice Awards*,” said AMM President Tino DeCarlo. “This program shines a light on truly innovative, effective advertisements, and recognizes the teams that so seamlessly work together to produce pieces intended to catch the eye of general practitioners and specialists across the healthcare spectrum.”

The advertisements were judged on their ability to communicate clearly and quickly, help with clinical decisions, prompt seeking more information or re-examining treatment, generate interest, add to information provided by company sales representatives and underscore the value of the product prescribed.

The finalists’ advertisements, their manufacturers and the agencies responsible for them are:

| CATEGORY | PRODUCT | COMPANY | AGENCY | PAGES |
|-----------------------|-------------------|-------------------------------------|-------------------------------|--------------|
| Anesthesiology | | | | |
| | Opana | Endo Pharmaceuticals | Stonefly Communications Group | 3 |
| | OxyContin Tablets | Purdue Pharma | LyonHeart | 1 |
| | Precedex | Hospira | Goble & Associates | 1 |
| Cardiology | | | | |
| | Bystolic | Forest | Sudler & Hennessey | 3 |
| | Plavix | Bristol-Myers Squibb/Sanofi Aventis | Torre Lazur McCann | 2 |

| | | | | |
|---------------------------|-----------------------|---|---------------------------|---|
| | Simcor Tablets | Abbott | Sudler & Hennessey | 2 |
| Dermatology | | | | |
| | Epiduo Gel | Galderma | Echo Torre Lazur | 1 |
| | ORACEA | Collagenex | Sudler & Hennessey | 1 |
| | Vectical | Galderma | Sudler & Hennessey | 2 |
| Endocrinology | | | | |
| | Byetta | Amylin Pharmaceuticals | Palio Communications | 1 |
| | Levemir | Novo Nordisk | CDM | 1 |
| | Welchol | Daiichi Sankyo | Area 23 | 3 |
| Emergency Medicine | | | | |
| | Plavix | Bristol-Myers Squibb/Sanofi Aventis | Torre Lazur McCann | 2 |
| | Tygacil | Wyeth | Ogilvy | 2 |
| | Zyvox | Pfizer | CDM | 1 |
| General Surgery | | | | |
| | Entereg | Adolor/GlaxoSmith Kline | Torre Lazur McCann | 2 |
| | Tygacil | Wyeth | Ogilvy | 2 |
| | Zyvox | Pfizer | CDM | 1 |
| Infectious Disease | | | | |
| | Prezista | Tibotec | ICC | 3 |
| | Reyataz | Bristol-Myers Squibb | DraftFCB | 3 |
| | Truvada | Gilead | Abelson Taylor | 1 |
| Oncology | | | | |
| | AVASTIN | Genentech | Harrison and Star | 1 |
| | Herceptin | Genentech BIOONCOLOGY | Flashpoint Medica | 1 |
| | Rituxan | Genentech Biogen Idex | Abelson Taylor | 1 |
| Ophthalmology | | | | |
| | Combigan | Allergan | Pacific Communications | 2 |
| | Lumigan | Allergan | Pacific Communications | 1 |
| | XALATAN | Pfizer | Euro RSCG Life LM&P | 2 |
| Orthopedic Surgery | | | | |
| | CELESTONE SOLUSPAN | Schering-Plough | Merck | 1 |
| | Euflexxa | Ferring Pharmaceuticals | Sudler & Hennessey | 1 |
| | Synvisc One | Genzyme | Wishbone | 1 |
| Pediatric | | | | |
| | Lexapro | Forest | Grey Healthcare | 4 |
| | ProAir | Teva Pharmaceuticals | GSW Worldwide/Intouch | 1 |

| | | | | |
|--|------------------|-----------------------|--|---|
| | | | Solutions | |
| | Rotarix Vaccine | GlaxoSmithKline | DraftFCB | 2 |
| Gastroenterology | | | | |
| | HalfLyte | Braintree | LyonHeart | 2 |
| | Lialda | Shire US | Euro RSCG | 2 |
| | VIREAD | Gilead | Medicus Life Brands | 4 |
| Nephrology | | | | |
| | Ferrlecit | Sanofi-Aventis | Saatchi & Saatchi/Healthcare Innovations | 1 |
| | Myfortic Tablet | Novartis | Revolution Health | 2 |
| | Venofer | American Regent | 5 Strong Healthcare | 2 |
| Neurology | | | | |
| | AVONEX | Biogen Idec | Euro RSCG Life Metamax | 2 |
| | COPAXONE | Teva Neuroscience | Harrison and Star | 2 |
| | Tysabri | Biogen Idec | Euro RSCG | 4 |
| Physician Assistant/Nurse Practitioners | | | | |
| | Aldara | Graceway | Metaphor | 1 |
| | Naprelan | Victory Pharma | Victory Pharma | 1 |
| | Yaz | Bayer Healthcare | CommonHealth | 2 |
| Rheumatology | | | | |
| | Enbrel | Amgen/Pfizer | Saatchi & Saatchi | 2 |
| | Rituxan | Genentech Biogen Idec | AgencyRx | 2 |
| | Savella | Forest | Ferguson | 3 |
| Urology | | | | |
| | Gelnique | Watson | Core-Create | 3 |
| | RAPAFLO | Watson | Wedgewood Communications | 4 |
| | Trelstar LA | Watson | Wedgewood Communications | 2 |
| Psychiatric | | | | |
| | Geodon | Pfizer | LyonHeart | 1 |
| | INVEGA | Janssen | Grey Healthcare | 2 |
| | Lexapro | Forest | Grey Healthcare | 2 |
| Multi-Specialty | | | | |
| | Kapidex Capsules | TAP Pharmaceuticals | Abelson Taylor | 3 |
| | Levemir FlexPen | Novo Nordisk | CDM | 1 |
| | Lexapro | Forest | Grey Healthcare | 4 |
| Pulmonology | | | | |
| | Tracleer | Actelion | Giant | 1 |
| | Ventavis | Actelion | Giant | 1 |
| | Zyvox | Pfizer | CDM | 1 |

| Obstetrics/ Gynecologicals | | | | |
|---------------------------------------|---------------------------|-----------------------------|----------------|---|
| | Aldara | Graceway Pharmaceuticals | Metaphor | 1 |
| | EVISTA | Lilly | Abelson Taylor | 2 |
| | Premarin Vaginal Cream | Wyeth | Harte Hanks | 1 |

At the reception, awards will also be presented to the highest-scoring advertisement.

| Highest Scoring Ad Overall Finalists | | | | |
|---|---------|--------------------------|-------------------|---|
| | AVASTIN | Genentech | Harrison and Star | 5 |
| | Lexapro | Forest | Grey Healthcare | 2 |
| | Rituxan | Genentech Biogen Idex | Abelson Taylor | 1 |

Tickets for the awards reception are \$180 for AMM members and \$215 for non-members. Discounts are also available for reservations made for groups of five or ten attendees. Contact AMM at 856-380-6814 for information regarding the event and ticket purchases, or visit the association's Web site at www.ammonline.org.

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About the Association of Medical Media

Celebrating its 35th year, the Association of Medical Media (AMM) is dedicated to educating and promoting the value of the medical publishing and communications industry. AMM's name reflects its membership: medical publishing firms, content providers and associated companies in the medical communications field. Through regular networking opportunities and our unique industry partnerships, AMM aims to be the leader in the future development of medical media. For more information, visit www.ammonline.org.