

**Study: European Consumers Use of Internet for Pharmaceutical Information
Charter Sponsors Have the Opportunity to Shape this Landmark Study**

NEW YORK, NY -- April 16, 2007 - In today's world of fragmented media and channel mix, it is increasingly difficult to isolate the information sources used by consumers to research health information and inform healthcare decision making. This is especially the case across Europe, where consumers are accessing an expanding range of resources which vary greatly by country and by region.

Enter Cybercitizen® Health Europe, a new research study and advisory service offered by Manhattan Research. This study provides pharmaceutical and healthcare companies with key data about the evolving nature of consumer channel mix, media and technology usage, and healthcare information with the goal of helping companies understand how consumers across Europe access health information, and how they use that information to make critical healthcare decisions for themselves and their families.

In addition to defining broad online health technology trends, Cybercitizen® Health Europe will investigate topics such as Internet usage, search engine usage, local European versus global websites, product websites, health portals, health information seeking methods, email communication, patient-physician interactions, unbranded patient education, health e-commerce and more. Furthermore, the study will reveal leading health and pharma websites based on the number of visiting European consumers, while detailing consumer satisfaction with site content and features.

W e b i n a r P r e s e n t a t i o n

A free, private webinar is offered to qualified business accounts to review additional information about Cybercitizen® Health Europe as well as charter sponsorship details. Please visit www.manhattanresearch.com/ccheu.aspx to register for the webinar or to request additional information.

The Cybercitizen® Health Europe syndicated multi-client study and advisory service will be fielded as an online panel study among 3,300 European consumers in total from the United Kingdom, Germany, Spain, Italy, France, Belgium, Sweden, the Netherlands, Poland, and Portugal. The study will explore these topics and many more:

- Overall media consumption
- Frequency and types of Internet access
- Technology adoption like MP3/iPod, PDA, SMS messaging, Smartphones
- Advanced activities online like online video, blogs, podcasting, wikis
- Use and relative influence of physicians, nurses, pharmacists, friends and family
- Search engine reliance and behaviour
- Use and interest in health email newsletters, support groups, chat rooms, and disease management tools
- Interest in Web 2.0 technologies for health and pharmaceutical information

M a n h a t t a n R e s e a r c h P r o d u c t s a n d S e r v i c e

In addition to Cybercitizen® Health Europe, Manhattan Research conducts five annual research studies among consumers and physicians in the United States and in Europe. These studies include Cybercitizen® Health US, Taking the Pulse® Europe, Taking the Pulse® US, ePharma Physician®, and ePharma Consumer®. Each study serves a unique purpose and focuses on specific aspects of information technology adoption. Broad consumer and physician research is complemented by targeted analysis among more than 50 consumer therapeutic segments and 25 physician specialist segments.