

**Manhattan Research: Taking the Pulse Europe® Research and Advisory Service Now Available**  
Service Provides Users with Insight into Technology Adoption Trends among European Physicians

NEW YORK - January 15, 2008 - Manhattan Research, a leader in syndicated research and marketing services for the health and pharmaceutical industry, announced today that the strategic research and advisory service Taking the Pulse® Europe is available for clients. Health and pharmaceutical marketers and site operators use Taking the Pulse® Europe to examine strategic technology, media, channel, and promotional mix trends as well as to benchmark their performance vis-à-vis industry competitors.

"Taking the Pulse Europe offers us a strategic view of the role of technology adoption among physicians in Western Europe," said E. Timothy Thieme, Head of Global eMarketing at F. Hoffmann-La Roche Ltd. "This research is key as we formulate our plans to reach our audiences to deliver our messages in an efficient and impactful way."

Taking the Pulse® Europe provides strategic planners and marketers with data and insight, such as:

- Interest in Web 2.0 technologies for health and pharmaceutical information
- Overall media consumption and traditional versus new media
- Use and impact of sales representatives for clinical and pharmaceutical information
- Internet access frequency, types, and activities online
- Technology adoption like MP3/iPod, PDA, SMS messaging and smartphones
- Advanced online activities such as online video, blogs, podcasting and wikis
- Search engine reliance and frequency
- Interest in health email newsletters, chat groups, and disease management tools

Please visit [www.manhattanresearch.com/TTPEU.aspx](http://www.manhattanresearch.com/TTPEU.aspx) to download the Taking the Pulse® Europe product brochure or to request subscription information.

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Taking the Pulse® Europe is a syndicated multi-client study and advisory service focused on key research topics and trends impacting the European physician marketplace. The study was fielded in Q4 2007 among 1,000 European practicing physicians from the United Kingdom, Germany, Spain, Italy and France. The survey instrument was presented in the native language of each individual country.

In addition to Taking the Pulse® Europe, Manhattan Research conducts five additional research studies annually among consumers and physicians in the United States and in Europe: Cybercitizen® Health US, Cybercitizen® Health 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 analyses among more than 50 consumer therapeutic segments and 25 physician specialist segments.