

**Manhattan Research: ePharma Consumer® Research and Advisory Service Now Available**  
Service Provides Users with Insight into Pharmaceutical Information Use and Online Media Trends

NEW YORK - January 28, 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 *ePharma Consumer*® is available for subscribing clients. This online study of U.S. consumer includes trended data for over five years coupled with insight from one of the world's leading authorities on healthcare and information technology adoption.

"ePharma Consumer provides our agency and pharmaceutical clients with insight into how consumers are using branded and unbranded pharma properties online today," states Meredith Abreu Ressi, VP Research for Manhattan Research. "Combining this research with server and usage data is critical to painting a complete strategic picture of the online consumer marketing and media landscape."

*ePharma Consumer*® explores topics such as online pharmaceutical information resources, DTC advertising, utilization and trust of online Rx information, pharmaceutical company and Rx product websites, search engine use, use of blogs, podcasts, wikis, social networking, and more. Global pharma companies and agencies alike rely on this advisory service year after year for budget planning, product site development, market sizing, and ROI measurement for online initiatives.

The *ePharma Consumer*® research and advisory service helps planners and marketers to:

- Examine consumer use of pharmaceutical information online and trends over time
- The impact of Web 2.0 on consumer pharmaceutical marketing strategy
- Utilization trends for 30+ corporate and 150+ branded product sites
- Determine the profile of online visitors by brand (Rx status, caregiver, or information seeker)
- Assess the actions taken offline after visiting product sites vis-à-vis competitor sites
- Features and tools desired by consumers visiting product sites

Please visit [www.manhattanresearch.com/ePC.htm](http://www.manhattanresearch.com/ePC.htm) to download the ePharma Consumer® product brochure, request subscription information, and to listen to two audio presentations summarizing highlights from the research.

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*ePharma Consumer*® v7.0 is a syndicated multi-client study and advisory service focused on key research topics and trends impacting online U.S. consumers seeking pharmaceutical information. The study was fielded in December 2007 among 5,112 U.S. adult consumers.

In addition to *ePharma Consumer*®, 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, *Taking the Pulse*® Europe, and *ePharma Physician*®. 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.