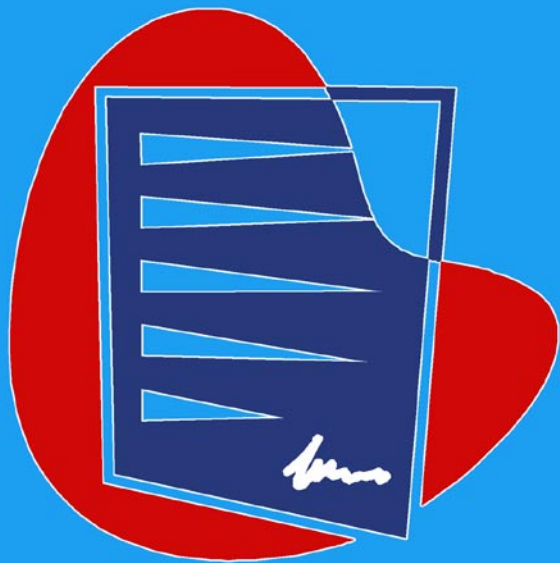


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SPECIAL REPORTS



TOP 500 PRESCRIPTION DRUGS

What you will find in this report

Since 1990, *Med Ad News* has ranked the best-selling prescription drugs by worldwide sales. In each May issue, the editors publish the worldwide sales of the top 200-selling prescription drugs.

As part of this annual special report, the magazine's editors gather the worldwide sales information of the prescription drugs that pharmaceutical, biotechnology, and specialty companies manufacture and sell.

From *Med Ad News*
May 2005

What you will find in this report (continued)

The information in this report is supplied by the companies. This PDF document provides information on 500 product sales entries representing more than 75 companies. Some products are represented more than once in each chart because their sales are reported separately by more than one company.

The data are sorted in three ways: by the highest product 2004 worldwide sales, by the companies that report sales for these products, and by the primary disease/medical use that each product treats.

The charts provide the following information:

- 2004 sales rank for each product
- 2004 worldwide sales for each product
- Percent change in 2004 product sales compared with 2003 product sales
- Primary disease/medical use that each product treats
- Companies that report sales for each product
- First approval date or launch date of each product

The top 500 drug entries of 2004 represent total sales of \$292.55 billion. The top-selling prescription drug of 2004 was Pfizer Inc.'s Lipitor. Launched in first-quarter 1997, the HMG-CoA reductase inhibitor generated 2004 sales of \$10.86 billion, an increase of 17.7% compared with 2003 sales. Another cholesterol drug was the No. 2 seller of 2004. Merck & Co.'s Zocor, which was introduced to the market in 1992, recorded sales of \$5.2 billion, representing growth of 3.7% compared with sales in 2003. The third-best-selling prescription drug of 2004 was Advair/Seretide. Marketed by GlaxoSmithKline since 1999, the asthma medicine had sales growth of 24%, coming in at \$4.5 billion. Another Pfizer product was the No. 4 best seller in 2004, the antihypertensive medicine Norvasc. Available since 1992, Norvasc sales increased 2.9% for 2004 to \$4.46 billion. At No. 5 is Eli Lilly and Co.'s Zyprexa for schizophrenia. Launched in 1996, Zyprexa sales were \$4.42 billion last year, a 3.3% increase compared with 2003 sales.

Pfizer has the most product entries contained within the top 500 for 2004, with 24 representing combined sales of \$38.94 billion. The No. 2 company in top 500 sales is GlaxoSmithKline, which has 29 drug entries accounting for total sales of \$25.76 billion. At \$19.79 billion, Merck & Co.'s 18 product entries among the top 500 ranks the company No. 3. The next highest total comes from AstraZeneca, which has 20 drug entries representing \$18.28 billion in sales. Sanofi-Aventis has 15 drug entries in the top 500, combining for total sales of \$17.89 billion.

Hypertension products represent the most common entry and highest combined sales for primary disease/medical use among the top 500. For 2004, 36 antihypertensive product entries combined for \$25.46 billion in sales, led by Norvasc. At No. 2 in total sales for primary disease/medical use, there are 13 cholesterol medicine entries accounting for \$25.43 billion, led by Lipitor. Coming in at No. 3 are 17 drug entries for gastrointestinal disorders totaling \$17.61 in sales. AstraZeneca's Nexium, which has been on the market since 2000, is the No. 1 gastrointestinal drug at \$3.88 billion. Bacterial infections, with 40 product entries generating \$15 billion, is the No. 4 primary disease/medical use in total sales. Pfizer's Zithromax is the top-selling bacterial-infection fighter at \$1.85 billion. Rounding out the top five are drugs for depression, with nine product entries combining for sales of \$12.26 billion in 2004, including Pfizer's Zoloft at \$3.36 billion.

TABLE OF CONTENTS

TOP 500 PRESCRIPTION DRUGS BY SALES

pages 5-14

TOP 500 PRESCRIPTION DRUGS BY COMPANY

pages 16-26

TOP 500 PRESCRIPTION DRUGS BY PRIMARY DISEASE/MEDICAL USE

pages 28-37

**TOP 500
PRESCRIPTION DRUGS**

**BY
SALES**

TOP 500 PRESCRIPTION DRUGS BY SALES

Rank 2004	Product name	2004 sales (\$ in millions)	% Change from 2003	Company	Primary disease/medical use	First approval date (launch date if approval date not available)
1	Lipitor	10,862	17.7	Pfizer	Cholesterol	Dec. 17, 1996
2	Zocor	5,197	3.7	Merck & Co.	Cholesterol	Dec. 23, 1991
3	Advair/Seretide	4,503	24.0	GlaxoSmithKline	Asthma	Nov. 23, 1999/Sept. 7, 1998
4	Norvasc	4,463	2.9	Pfizer	Hypertension	July 31, 1992
5	Zyprexa	4,420	3.3	Eli Lilly	Schizophrenia	Sept. 27, 1996
6	Nexium	3,883	17.6	AstraZeneca	Gastrointestinal disorders	March 1, 2000
7	Procrit/Eporex	3,589	(9.9)	Johnson & Johnson	Anemia	Dec. 31, 1990/May 4, 1995
8	Zoloft	3,361	7.8	Pfizer	Depression	Dec. 30, 1991
9	Effexor	3,347	23.4	Wyeth	Depression	Dec. 28, 1993
10	Plavix	3,327	34.9	Bristol-Myers Squibb	Thrombotic events	Nov. 17, 1997
11	Celebrex	3,302	75.4	Pfizer	Osteoarthritis and rheumatoid arthritis	Dec. 31, 1998
12	Fosamax	3,160	18.0	Merck & Co.	Osteoporosis	Sept. 29, 1995
13	Diovan and Co-Diovan	3,093	27.6	Novartis	Hypertension	Dec. 23, 1996, and Oct. 6, 1997
14	Risperdal	3,050	21.4	Johnson & Johnson	Schizophrenia	June 10, 1996
15	Cozaar and Hyzaar	2,824	13.6	Merck & Co.	Hypertension	April 14, 1995, and April 28, 1995
16	Neurontin	2,723	0.8	Pfizer	Seizures	Dec. 29, 1993
17	Pravachol	2,635	(6.8)	Bristol-Myers Squibb	Cholesterol	Oct. 31, 1991
18	Singulair	2,622	30.5	Merck & Co.	Asthma	Feb. 20, 1998
19	Epogen	2,601	6.8	Amgen	Anemia	June 1, 1989
20	Prevacid	2,592	(18.8)	Tap Pharmaceutical Products	Gastrointestinal disorders	May 10, 1995
21	Aranesp	2,473	60.2	Amgen	Anemia	June 11, 2001
22	Lovenox/Clexane	2,368	22.4	Sanofi-Aventis	Deep-vein thrombosis	March 29, 1993/September 1997
23	Remicade	2,145	24.1	Johnson & Johnson	Rheumatoid arthritis	Aug. 24, 1998
24	Plavix/Iscover	2,107	28.9	Sanofi-Aventis	Thrombotic events	Nov. 17, 1997/1998
25	Duragesic	2,083	27.7	Johnson & Johnson	Pain	Aug. 7, 1990
26	Avandia and Avandamet	2,042	33.7	GlaxoSmithKline	Type 2 diabetes	May 25, 1999, and Oct. 10, 2002
27	Seroquel	2,027	36.3	AstraZeneca	Schizophrenia	Sept. 26, 1997
28	Prilosec/Losec	1,947	(24.1)	AstraZeneca	Gastrointestinal disorders	Sept. 14, 1989/1987
29	Paxil/Seroxat	1,945	(36.8)	GlaxoSmithKline	Depression	Dec. 29, 1992/October 1998
30	Enbrel	1,900	46.2	Amgen	Rheumatoid arthritis	Nov. 2, 1998
31	Mevalotin	1,889	13.4	Sankyo	Cholesterol	1988
32	Allegra/Telfast	1,868	(6.9)	Sanofi-Aventis	Allergic rhinitis	July 25, 1996/Dec. 3, 1996
33	Zithromax	1,851	(7.9)	Pfizer	Bacterial infections	Nov. 4, 1991
34	Taxotere	1,786	11.3	Sanofi-Aventis	Cancer	Oct. 27, 1995
35	Ambien/Stilnox	1,770	15.3	Sanofi-Aventis	Insomnia	Dec. 16, 1992/June 9, 1987
36	Neulasta	1,740	38.7	Amgen	Neutropenia	Jan. 31, 2002
37	Rituxan	1,711	14.9	Genentech	Non-Hodgkin lymphoma	Nov. 26, 1997
38	Viagra	1,678	(10.7)	Pfizer	Erectile dysfunction	March 27, 1998
39	Actos	1,675	14.4	Takeda Pharmaceutical	Type 2 diabetes	July 15, 1999
40	Gleevec/Glivec	1,634	44.9	Novartis	Leukemia	May 10, 2001/June 26, 2001
41	Protonix	1,591	6.5	Wyeth	Gastrointestinal disorders	Feb. 2, 2000
42	Eloxatin	1,517	56.8	Sanofi-Aventis	Colorectal cancer	1996
43	Pantozol	1,512	9.3	Altana	Gastrointestinal disorders	1994
44	Vioxx	1,489	(41.6)	Merck & Co.	Osteoarthritis and rheumatoid arthritis	May 20, 1999
45	Takepron	1,472	17.0	Takeda Pharmaceutical	Gastrointestinal disorders	1991
46	Avonex	1,420	21.5	Biogen Idec	Multiple sclerosis	May 17, 1996
47	Topamax	1,410	35.2	Johnson & Johnson	Seizures	Dec. 24, 1996
48	Zofran	1,396	10.0	GlaxoSmithKline	Nausea and vomiting	Dec. 31, 1992
49	Toprol-XL/Seloken	1,387	8.4	AstraZeneca	Hypertension	Jan. 10, 1992/1996
50	Wellbutrin	1,374	(12.1)	GlaxoSmithKline	Depression	Oct. 4, 1996
51	Aricept	1,336	22.8	Eisai	Alzheimer disease	Nov. 25, 1996
52	Blopress	1,333	34.1	Takeda Pharmaceutical	Hypertension	Oct. 6, 1997
53	Augmentin	1,296	(4.2)	GlaxoSmithKline	Bacterial infections	Aug. 6, 1984
53	Levaquin and Floxin	1,296	12.8	Johnson & Johnson	Bacterial infections	Dec. 20, 1996, and Dec. 28, 1990
55	Zyrtec	1,287	(3.8)	Pfizer	Allergic rhinitis	Dec. 8, 1995