

Attachment E

Announcing the world's finest list of who's got what.



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Patient DIRECT

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| ALLERGIES/HAY FEVER | 7,652,000 | HEARING DIFFICULTY | 1,524,000 |
| ARTHRITIS/RHEUMATISM | 4,765,000 | HEART DISEASE | 761,000 |
| ASTHMA | 1,848,000 | HIGH BLOOD PRESSURE | 3,071,000 |
| BLADDER CONTROL | 945,000 | HIGH CHOLESTEROL | 2,538,000 |
| BRONCHITIS | 456,000 | MIGRAINES | 945,000 |
| DIABETES | 1,257,000 | SINUSES/SINUSITIS | 986,000 |
| FREQUENT HEADACHES | 1,146,000 | ULCERS | 1,033,000 |
| FREQUENT HEARTBURN | 376,000 | YEAST INFECTIONS | 558,000 |

Partial list of ailments and counts

It's Patient Direct, from Metromail... The world's largest ailment database, with over 18 million names. Use Patient Direct to create a mailing

Or to build brand awareness.

program that reminds hundreds of thousands to take their medicine and refill.

Knowing who has which ailments could very well make your bottom line healthier

Or to put the word out that you're converting a product to over-the-counter

Call 1-708-574-3429 right now for Patient Direct counts by ailment - for targeted

lists of the very people whose problems you're in business to solve

For more information or list counts call **708-574-3429**

Metromail
AN R. R. DONNELLEY & SONS COMPANY

From Mar '96
pharmaceutical
Executive