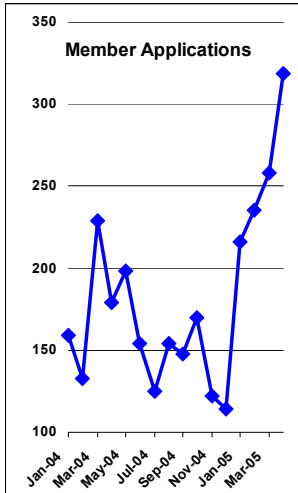
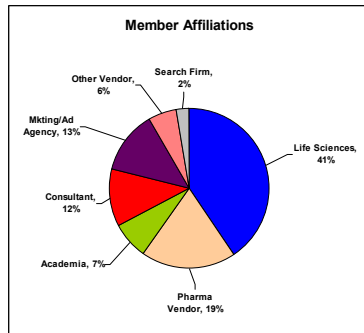


“The Leading Online Resource for Pharmaceutical Marketers”



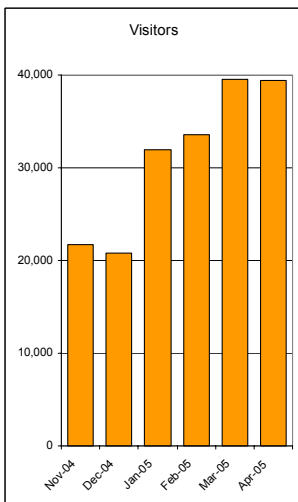
Growth in Members

The growth in new members/subscribers is increasing dramatically. PMN saw a **76% increase** in member applications for the first quarter of 2005 as compared to the fourth quarter of 2004.



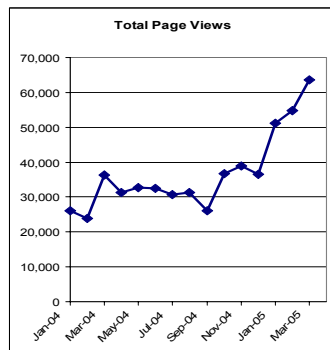
Marketing professionals join to receive the monthly newsletter and/or participate in the peer-to-peer online discussion group.

Members are professionals from several different sectors of the industry, including pharmaceutical companies, marketing and advertising agencies, medical communications companies, interactive agencies, consultants, academia, health professionals, search firms, etc.



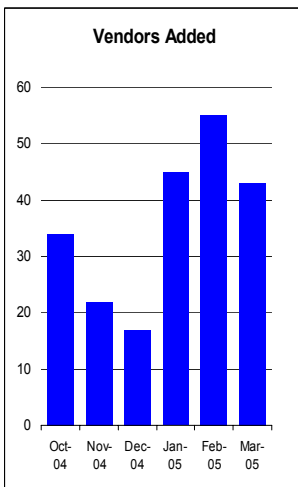
Growth in Web Site Visitors

The growth in web site visitors also is increasing quite nicely. There was a **56% increase** in site visitors for the first quarter of 2005 as compared to the fourth quarter of 2004.



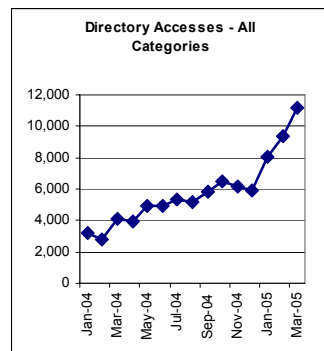
The PMN web site delivers nearly 65,000 pages of information per month to visitors. Fifty-one percent (51%) more pages were delivered in the first quarter of 2005 compared to the last quarter of 2004.

Downloaded pages include news article summaries, full-text articles, vendor directory pages, conference pages, case studies, etc.



Growth in Vendor Listings

An increasing number of vendors are discovering the value of listing their companies in the Pharma Marketing Vendor Directory. There was a **78% increase** in vendor listings in the first quarter of 2005 as compared to the fourth quarter of 2004.



There are nearly 600 vendors listed in 35 categories (ad agencies, medical communication companies, data base management firms, direct marketing agencies, etc.) in the Directory.

Fifty-four percent (54%) more vendor directory pages were delivered in the first quarter of 2005 compared to the last quarter of 2004.