

SURVEY FACT SHEET

National Harris Interactive Survey of Women With Postmenopausal Osteoporosis¹

Introduction

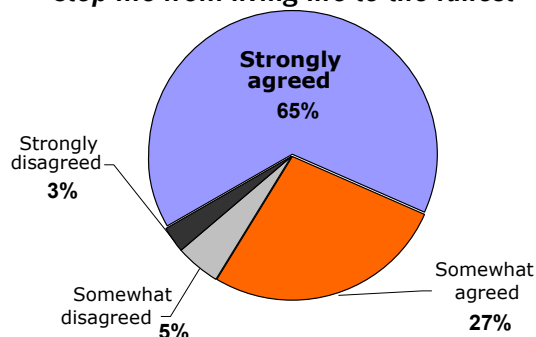
A national survey conducted by Harris Interactive of more than 1,000 women, age 55 and over, with postmenopausal osteoporosis was conducted to determine if women diagnosed with postmenopausal osteoporosis are doing the right things to treat their condition and if they fully understand the consequences of their diagnosis. The survey, which is a part of the *Strong to the Bone* awareness campaign sponsored by Novartis Pharmaceuticals Corporation, showed that there is a strong disconnect between women's expectations for the future and actions they are taking now to keep their bones strong.

Profile of Surveyed Women with Postmenopausal Osteoporosis

The surveyed women reported that they aspire to live full, active lives as they age.

- 92% said they will not let postmenopausal osteoporosis stop them from living life to the fullest.
- 90% do not want to slow down as they get older.
- 79% still have a lot they want to achieve in life.
- 63% are looking forward to growing older.

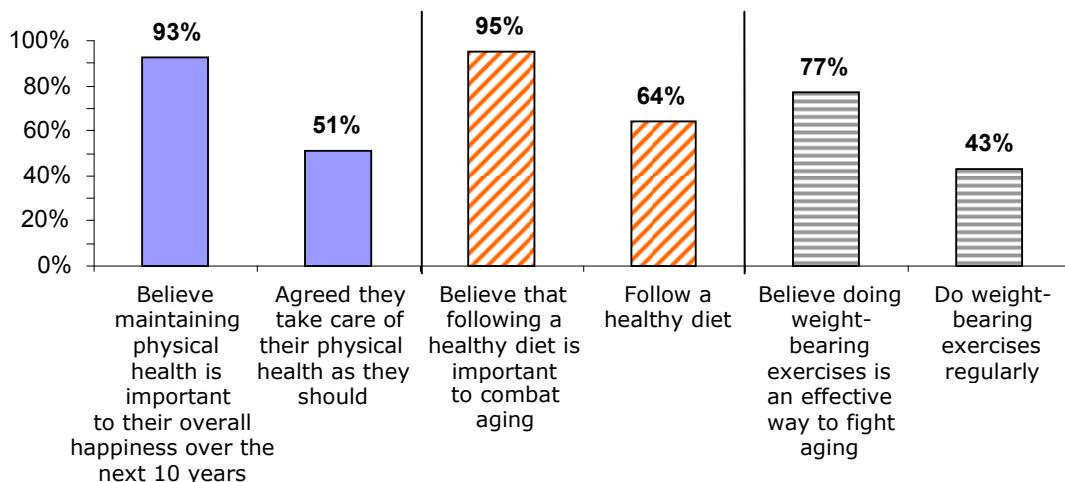
I will not let postmenopausal osteoporosis stop me from living life to the fullest



Compliance Gap

Most survey respondents reported that they believe maintaining physical health is important, but many stated that they do not comply with a healthy diet and exercise regimen.

- 64% of surveyed women reported following a healthy diet on a regular basis.
- 43% report doing weight-bearing exercise on a regular basis.

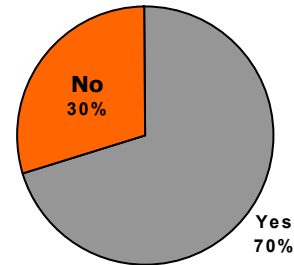


Postmenopausal Osteoporosis Treatment

Despite being diagnosed with postmenopausal osteoporosis, not all respondents are on prescription medication to fight bone loss and help protect against fractures.

- 30% of respondents have not been prescribed medication

Currently, has your healthcare provider prescribed medication to treat your postmenopausal osteoporosis?

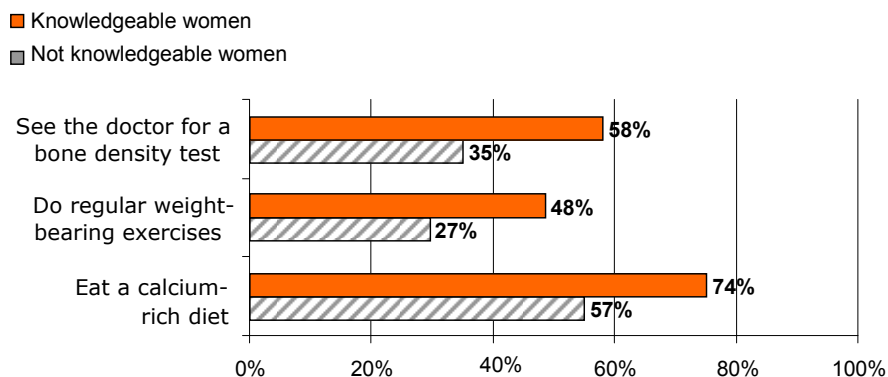


Knowledge Gap

46% of the surveyed women reported they are knowledgeable about postmenopausal osteoporosis. Women who rated themselves as knowledgeable were more likely to say they take good care of their health than those who did not think they are knowledgeable.

- 60% of knowledgeable women reported taking care of their health vs. 43% who reported they are not knowledgeable. This gap is reflected in their behaviors.

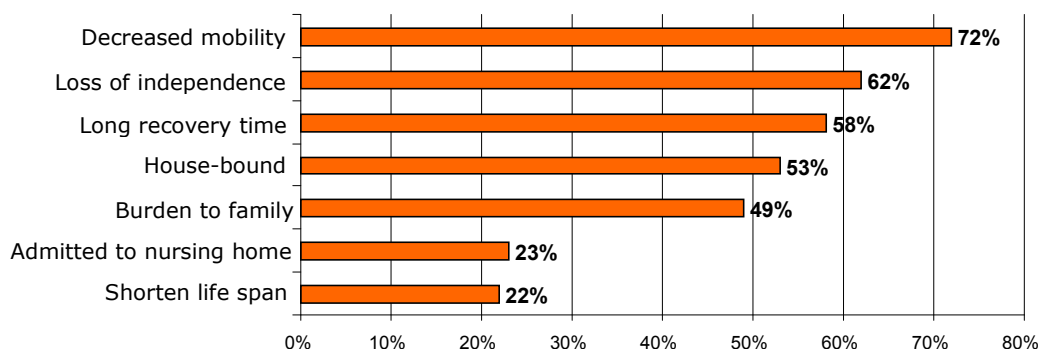
Which of the following do you do consistently?



The Consequences of Postmenopausal Osteoporosis

62% of surveyed women reported that they fear breaking a bone in the future. Of women who had already experienced a fracture (18%), 78% reported that they fear another break in the future.

What are your concerns, if any, about having a bone break or fracture due to postmenopausal osteoporosis?



Additional Survey Findings

- 66% of surveyed women reported that maintaining their looks is of equal or greater importance to their overall happiness in the next ten years as engaging in physical activity.
- 69% reported that they consistently maintain their external appearance (hair / nails / cream / lotions / cosmetics and/or latest fashions) and 43% stated that they regularly do weight-bearing exercises.
- Maintaining physical health (93%) and spending quality time with family (93%) were both ranked as the most important factors for future happiness.

About the Survey

The survey was conducted by Harris Interactive and commissioned by Novartis Pharmaceuticals Corporation in partnership with the American Medical Women's Association (AMWA), a leading national advocate for women's health made up of more than 3,500 female physicians. The survey was conducted online between February 28 and March 10, 2008. Of the 3,563 invitations delivered, a total of 1,539 responses were received, resulting in a 43% participation rate. Among those who responded, 1,010 completed surveys were received from respondents who met the screening criteria of being a U.S. postmenopausal woman aged 55+ diagnosed with osteoporosis. The data have been weighted to reflect age, race/ethnicity, education, region and household income. The data include women from urban (29 percent), suburban (39 percent) and rural (32 percent) locales as well as from every region of the country.

¹ Novartis Pharmaceuticals Corporation. Postmenopausal Osteoporosis Survey. Harris Interactive Inc. March 2008.