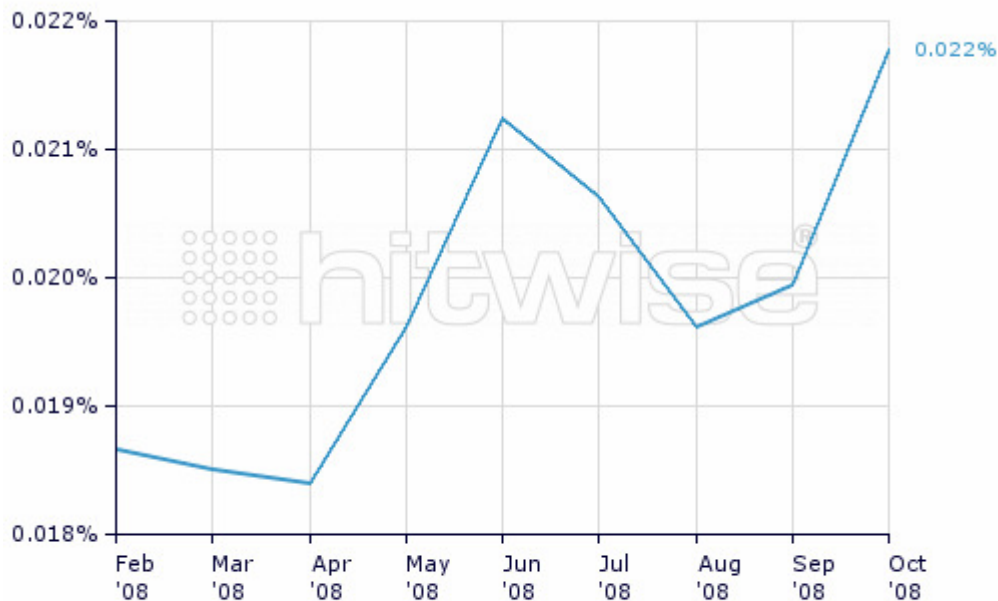


Market Share of Traffic to Pharmacies Online



■ Health and Medical - Pharmacies

Monthly market share in 'All Categories', measured by visits, based on Australian usage.

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The research, taken from Hitwise Competitive Intelligence (www.hitwise.com.au), shows that between February and October 2008 the market share of traffic to Pharmacies online increased by 16.6%, based on visits by Australian Internet users.

About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 clients around the world with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology anonymously captures the online usage, search and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy to use, web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs.

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