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RX-TO-OTC SWITCHING TO PLAY INTEGRAL ROLE IN FUTURE PHARMACEUTICAL REVENUE STREAMS

*Front Line Strategic Consulting Uses Proprietary Screening Model to Identify Leading
Blockbuster Drugs Likely to Enter the OTC Market*

May 28, 2003, San Mateo, Calif. — Initiated by the high profile Rx-to-OTC switch of Schering-Plough's blockbuster antihistamine, Claritin, in December 2002, the pharmaceutical industry is likely to experience a growing number of switches over the next five years. The growth is driven by consumer demand for less expensive and more accessible drugs to treat benign disorders and the industry's need for additional revenue generation following patent expiration.

Front Line Strategic Consulting, Inc., a leader in strategic consulting and market analysis for the life sciences industries, announces the completion of its new Strategic Market Report, ***Rx-to-OTC Switch: Leading Candidate Screening and Strategic Analysis***. Front Line's report includes an in-depth analysis of current Rx-to-OTC trends, case studies of historical switches, and identification of candidates most likely to undergo a switch by 2008. Rationale behind the weighted ranking of Front Line's OTC Switching Screen (FLOSS™) as well as the model's results provide readers with a sound understanding of regulatory and market requirements for a successful switch.

Current issues involving Rx-to-OTC switch include the FDA's controversial authority for a forced switch, introduction of new drug categories, and expanded

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therapeutic areas. The next high profile drug for the switch to OTC is AstraZeneca's Prilosec, a blockbuster gastrointestinal drug in line for launch in fall 2003.

“A successful Rx-to-OTC switch depends on several factors including the intensity and timing of the OTC marketing campaign, patent expiration dates of the drug itself and the class leader, and the regulatory environment at the time of the switch,” says Andrew Kim, analyst, strategic market reports for Front Line.

About Front Line

Headquartered in San Mateo, Calif., Front Line is a leader in strategic consulting and market analysis for the Life Sciences industries, offering strategic business intelligence through exclusive consulting engagements and comprehensive strategic market reports of key therapeutic and technology areas. Front Line was founded in 1992 and specializes in combining diligent research methodology with intelligent strategic planning for their pharmaceutical and biotechnology customers. www.frontlinesmc.com

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