

[NRx, RRx and TRx by Strength](#)
[Distribution of Rx's by Strength](#)
[Distribution of NRx, RRx and TRx by Strength](#)
[Weekly Growth in Intermezzo TRx's](#)

Data includes retail pharmacy, mail order and LTC channels

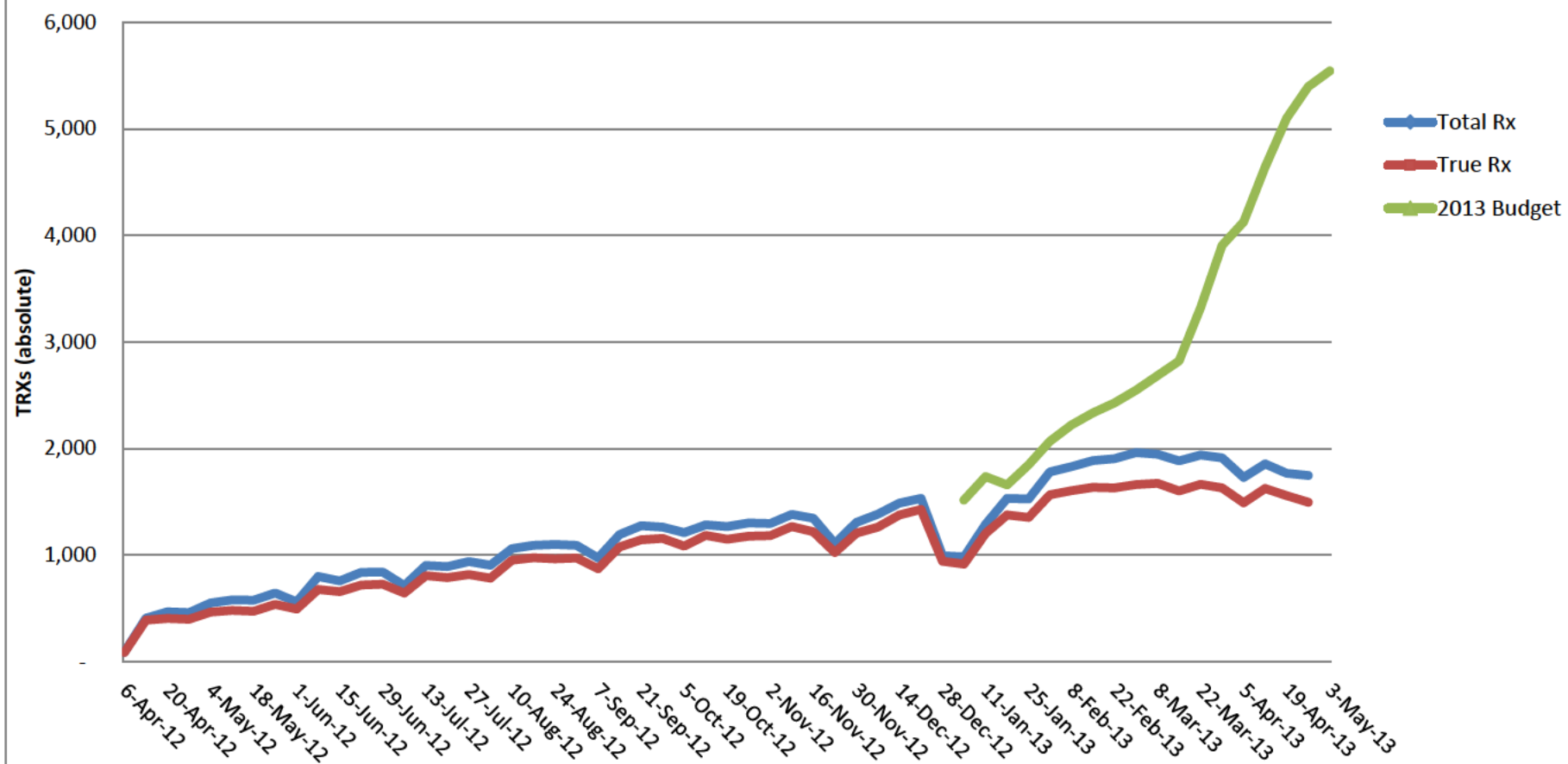
Week #	Week Ending	Intermezzo New, Refill and Total Prescriptions by Strength								
		Total			1.75mg			3.5mg		
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	92	0	92	53	0	53	39	0	39
Week 2	13-Apr-12	410	0	410	227	0	227	183	0	183
Week 3	20-Apr-12	465	3	468	253	3	256	212	0	212
Week 4	27-Apr-12	456	5	461	251	3	254	205	2	207
Week 5	4-May-12	546	5	551	306	0	306	240	5	245
Week 6	11-May-12	562	19	581	320	9	329	242	10	252
Week 7	18-May-12	539	38	577	290	13	303	249	25	274
Week 8	25-May-12	605	39	644	309	21	330	296	18	314
Week 9	1-Jun-12	515	46	561	270	25	295	245	21	266
Week 10	8-Jun-12	711	90	801	365	44	409	346	46	392
Week 11	15-Jun-12	687	73	760	362	31	393	325	42	367
Week 12	22-Jun-12	758	82	840	426	36	462	332	46	378
Week 13	29-Jun-12	741	101	842	395	48	443	346	53	399
Week 14	6-Jul-12	606	109	715	325	42	367	281	67	348
Week 15	13-Jul-12	748	156	904	343	74	417	405	82	487
Week 16	20-Jul-12	745	149	894	387	64	451	358	85	443
Week 17	27-Jul-12	801	138	939	403	55	458	398	83	481
Week 18	3-Aug-12	759	148	907	392	69	461	367	79	446
Week 19	10-Aug-12	904	159	1,063	458	52	510	446	107	553
Week 20	17-Aug-12	898	196	1,094	471	74	545	427	122	549
Week 21	24-Aug-12	903	199	1,102	459	88	547	444	111	555
Week 22	31-Aug-12	859	234	1,093	433	106	539	426	128	554
Week 23	7-Sep-12	754	220	974	372	93	465	382	127	509
Week 24	14-Sep-12	957	237	1,194	489	101	590	468	136	604
Week 25	21-Sep-12	972	306	1,278	461	129	590	511	177	688
Week 26	28-Sep-12	1,141	279	1,420	478	124	602	663	155	818
Week 27	5-Oct-12	915	297	1,212	436	128	564	479	169	648
Week 28	12-Oct-12	1,017	267	1,284	485	107	592	532	160	692
Week 29	19-Oct-12	981	288	1,269	452	120	572	529	168	697
Week 30	26-Oct-12	1,026	277	1,303	553	44	597	473	233	706
Week 31	2-Nov-12	997	301	1,298	479	115	594	518	186	704
Week 32	9-Nov-12	1,043	340	1,383	467	151	618	576	189	765
Week 33	16-Nov-12	1,019	328	1,347	506	138	644	513	190	703
Week 34	23-Nov-12	810	299	1,109	369	116	485	441	183	624
Week 35	30-Nov-12	955	353	1,308	466	133	599	489	220	709
Week 36	7-Dec-12	1,046	339	1,385	483	132	615	563	207	770
Week 37	14-Dec-12	1,040	449	1,489	521	188	709	519	261	780
Week 38	21-Dec-12	1,137	397	1,534	537	169	706	600	228	828
Week 39	28-Dec-12	654	341	995	307	144	451	347	197	544
Week 40	4-Jan-13	663	322	985	289	127	416	374	195	569
Week 41	11-Jan-13	916	374	1,290	417	147	564	499	227	726
Week 42	18-Jan-13	1,151	381	1,532	553	144	697	598	237	835
Week 43	25-Jan-13	1,187	340	1,527	625	122	747	562	218	780
Week 44	1-Feb-13	1,417	365	1,782	741	141	882	676	224	900
Week 45	8-Feb-13	1,461	369	1,830	730	126	856	731	243	974
Week 46	15-Feb-13	1,479	408	1,887	779	157	936	700	251	951
Week 47	22-Feb-13	1,493	414	1,907	783	155	938	710	259	969
Week 48	1-Mar-13	1,534	429	1,963	804	177	981	730	252	982
Week 49	8-Mar-13	1,474	474	1,948	744	166	910	730	308	1,038
Week 50	15-Mar-13	1,442	443	1,885	747	176	923	695	267	962
Week 51	22-Mar-13	1,416	523	1,939	739	228	967	677	295	972
Week 52	29-Mar-13	1,401	513	1,914	695	183	878	706	330	1,036
Week 53	5-Apr-13	1,280	449	1,729	692	177	869	588	272	860
Week 54	12-Apr-13	1,367	490	1,857	666	197	863	701	293	994
Week 55	19-Apr-13	1,305	464	1,769	678	189	867	627	275	902
Week 56	26-Apr-13	1,228	520	1,748	594	209	803	634	311	945
TOTAL	2013	22,214	7,278	29,492	11,276	2,821	14,097	10,938	4,457	15,395
YTD	2013	22,214	7,278	29,492	11,276	2,821	14,097	10,938	4,457	15,395

*Includes pre-launch prescriptions

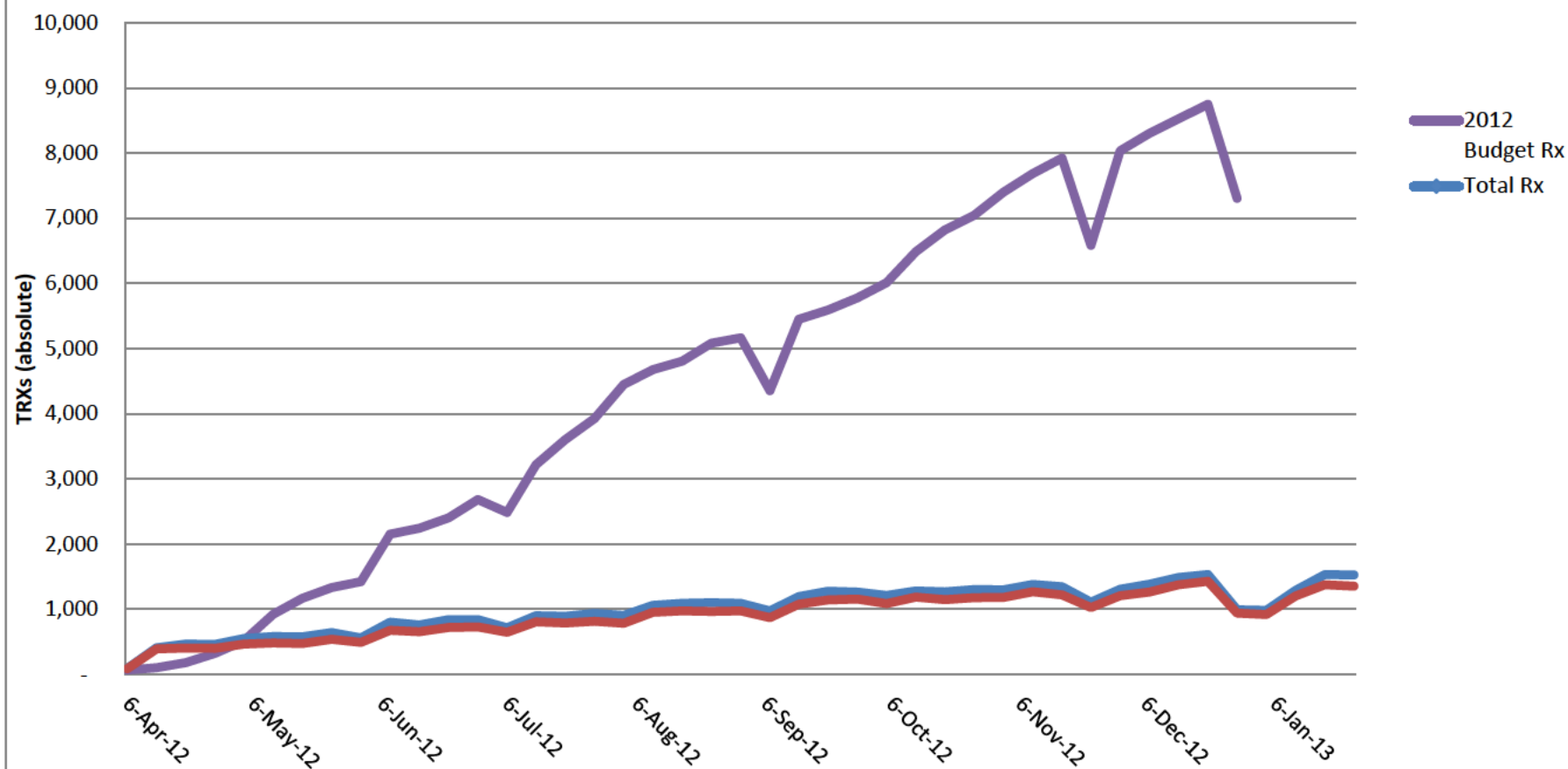
Data includes retail pharmacy, mail order and LTC channels

Distribution of Total Intermezzo Prescriptions by Strength											
Total			1.75mg			3.5mg					
NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx			
100.0%	100.0%	100.0%	57.6%	0.0%	57.6%	42.4%	0.0%	42.4%			
100.0%	100.0%	100.0%	55.4%	0.0%	55.4%	44.6%	0.0%	44.6%			
100.0%	100.0%	100.0%	54.4%	100.0%	54.7%	45.6%	0.0%	45.3%			
100.0%	100.0%	100.0%	55.0%	60.0%	55.1%	45.0%	40.0%	44.9%			
100.0%	100.0%	100.0%	56.0%	0.0%	55.5%	44.0%	100.0%	44.5%			
100.0%	100.0%	100.0%	56.9%	47.4%	56.6%	43.1%	52.6%	43.4%			
100.0%	100.0%	100.0%	53.8%	34.2%	52.5%	46.2%	65.8%	47.5%			
100.0%	100.0%	100.0%	51.1%	53.8%	51.2%	48.9%	46.2%	48.8%			
100.0%	100.0%	100.0%	52.4%	54.3%	52.6%	47.6%	45.7%	47.4%			
100.0%	100.0%	100.0%	51.3%	48.9%	51.1%	48.7%	51.1%	48.9%			
100.0%	100.0%	100.0%	52.7%	42.5%	51.7%	47.3%	57.5%	48.3%			
100.0%	100.0%	100.0%	56.2%	43.9%	55.0%	43.8%	56.1%	45.0%			
100.0%	100.0%	100.0%	53.3%	47.5%	52.6%	46.7%	52.5%	47.4%			
100.0%	100.0%	100.0%	53.6%	38.5%	51.3%	46.4%	61.5%	48.7%			
100.0%	100.0%	100.0%	45.9%	47.4%	46.1%	54.1%	52.6%	53.9%			
100.0%	100.0%	100.0%	51.9%	43.0%	50.4%	48.1%	57.0%	49.6%			
100.0%	100.0%	100.0%	50.3%	39.9%	48.8%	49.7%	60.1%	51.2%			
100.0%	100.0%	100.0%	51.6%	46.6%	50.8%	48.4%	53.4%	49.2%			
100.0%	100.0%	100.0%	50.7%	32.7%	48.0%	49.3%	67.3%	52.0%			
100.0%	100.0%	100.0%	52.4%	37.8%	49.8%	47.6%	62.2%	50.2%			
100.0%	100.0%	100.0%	50.8%	44.2%	49.6%	49.2%	55.8%	50.4%			
100.0%	100.0%	100.0%	50.4%	45.3%	49.3%	49.6%	54.7%	50.7%			
100.0%	100.0%	100.0%	49.3%	42.3%	47.7%	50.7%	57.7%	52.3%			
100.0%	100.0%	100.0%	51.1%	42.6%	49.4%	48.9%	57.4%	50.6%			
100.0%	100.0%	100.0%	47.4%	42.2%	46.2%	52.6%	57.8%	53.8%			
100.0%	100.0%	100.0%	41.9%	44.4%	42.4%	58.1%	55.6%	57.6%			
100.0%	100.0%	100.0%	47.7%	43.1%	46.5%	52.3%	56.9%	53.5%			
100.0%	100.0%	100.0%	47.7%	40.1%	46.1%	52.3%	59.9%	53.9%			
100.0%	100.0%	100.0%	46.1%	41.7%	45.1%	53.9%	58.3%	54.9%			
100.0%	100.0%	100.0%	53.9%	15.9%	45.8%	46.1%	84.1%	54.2%			
100.0%	100.0%	100.0%	48.0%	38.2%	45.8%	52.0%	61.8%	54.2%			
100.0%	100.0%	100.0%	44.8%	44.4%	44.7%	55.2%	55.6%	55.3%			
100.0%	100.0%	100.0%	49.7%	42.1%	47.8%	50.3%	57.9%	52.2%			
100.0%	100.0%	100.0%	45.6%	38.8%	43.7%	54.4%	61.2%	56.3%			
100.0%	100.0%	100.0%	48.8%	37.7%	45.8%	51.2%	62.3%	54.2%			
100.0%	100.0%	100.0%	46.2%	38.9%	44.4%	53.8%	61.1%	55.6%			
100.0%	100.0%	100.0%	50.1%	41.9%	47.6%	49.9%	58.1%	52.4%			
100.0%	100.0%	100.0%	47.2%	42.6%	46.0%	52.8%	57.4%	54.0%			
100.0%	100.0%	100.0%	46.9%	42.2%	45.3%	53.1%	57.8%	54.7%			
100.0%	100.0%	100.0%	43.6%	39.4%	42.2%	56.4%	60.6%	57.8%			
100.0%	100.0%	100.0%	45.5%	39.3%	43.7%	54.5%	60.7%	56.3%			
100.0%	100.0%	100.0%	48.0%	37.8%	45.5%	52.0%	62.2%	54.5%			
100.0%	100.0%	100.0%	52.7%	35.9%	48.9%	47.3%	64.1%	51.1%			
100.0%	100.0%	100.0%	52.3%	38.6%	49.5%	47.7%	61.4%	50.5%			
100.0%	100.0%	100.0%	50.0%	34.1%	46.8%	50.0%	65.9%	53.2%			
100.0%	100.0%	100.0%	52.7%	38.5%	49.6%	47.3%	61.5%	50.4%			
100.0%	100.0%	100.0%	52.4%	37.4%	49.2%	47.6%	62.6%	50.8%			
100.0%	100.0%	100.0%	52.4%	41.3%	50.0%	47.6%	58.7%	50.0%			
100.0%	100.0%	100.0%	50.5%	35.0%	46.7%	49.5%	65.0%	53.3%			
100.0%	100.0%	100.0%	51.8%	39.7%	49.0%	48.2%	60.3%	51.0%			
100.0%	100.0%	100.0%	52.2%	43.6%	49.9%	47.8%	56.4%	50.1%			
100.0%	100.0%	100.0%	49.6%	35.7%	45.9%	50.4%	64.3%	54.1%			
100.0%	100.0%	100.0%	54.1%	39.4%	50.3%	45.9%	60.6%	49.7%			
100.0%	100.0%	100.0%	48.7%	40.2%	46.5%	51.3%	59.8%	53.5%			
100.0%	100.0%	100.0%	52.0%	40.7%	49.0%	48.0%	59.3%	51.0%			
100.0%	100.0%	100.0%	48.4%	40.2%	45.9%	51.6%	59.8%	54.1%			
100.0%	100.0%	100.0%	50.8%	38.8%	47.8%	49.2%	61.2%	52.2%			
100.0%	100.0%	100.0%	50.8%	38.8%	47.8%	49.2%	61.2%	52.2%			

Intermezzo True Rx's (Source: IMS NPA/McKesson) 2013

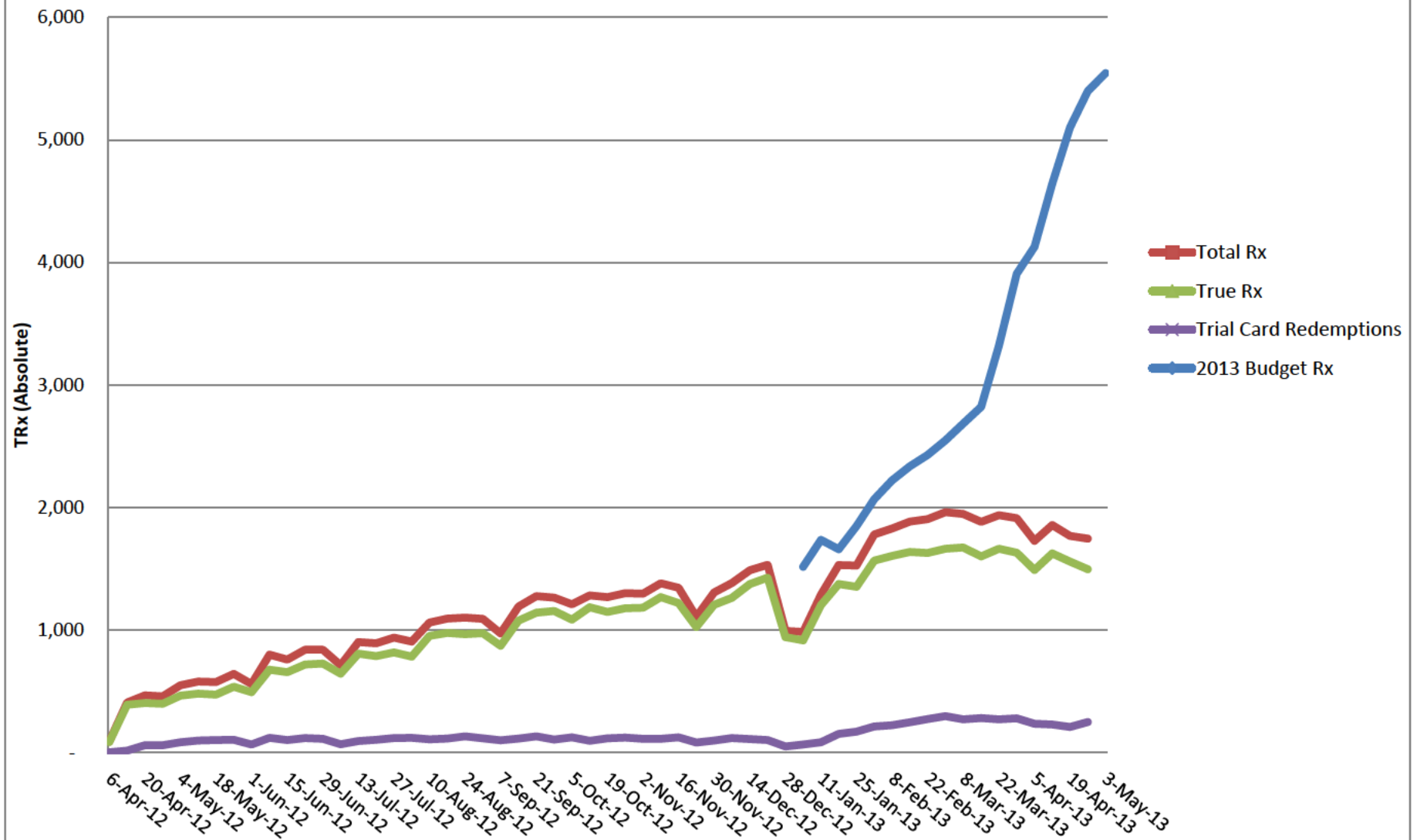


Intermezzo True Rx's (Source: IMS NPA/McKesson) 2012

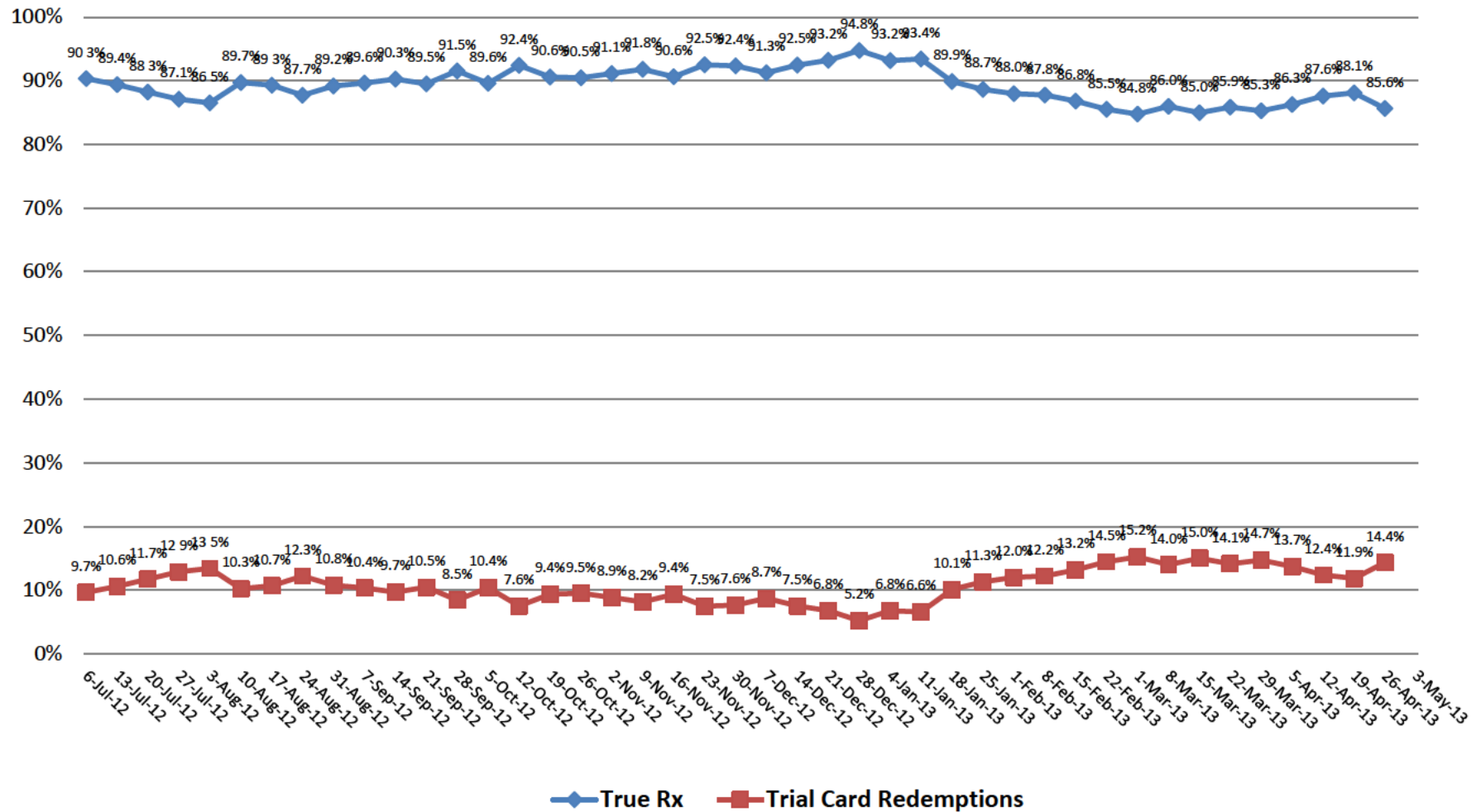


2012
Budget Rx
Total Rx

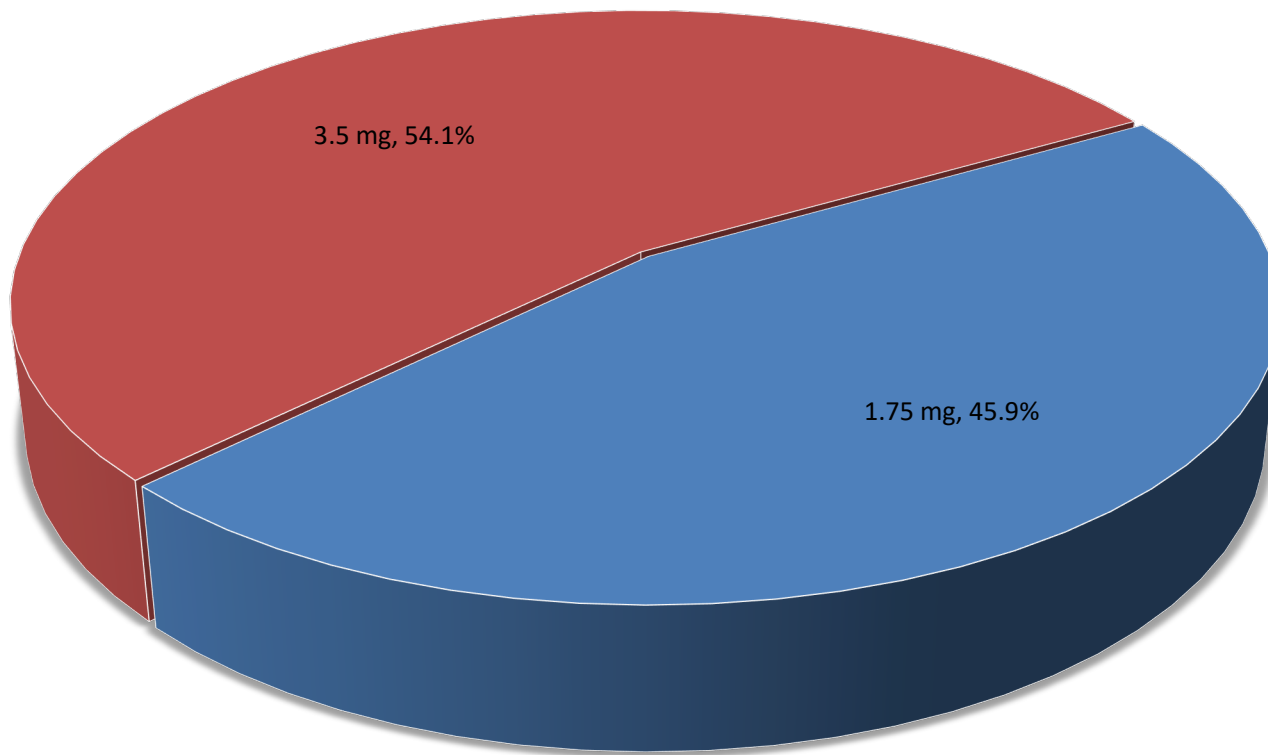
Total TRx, True Rx and Trial Card Redemptions (Source: IMS NPA/McKesson)



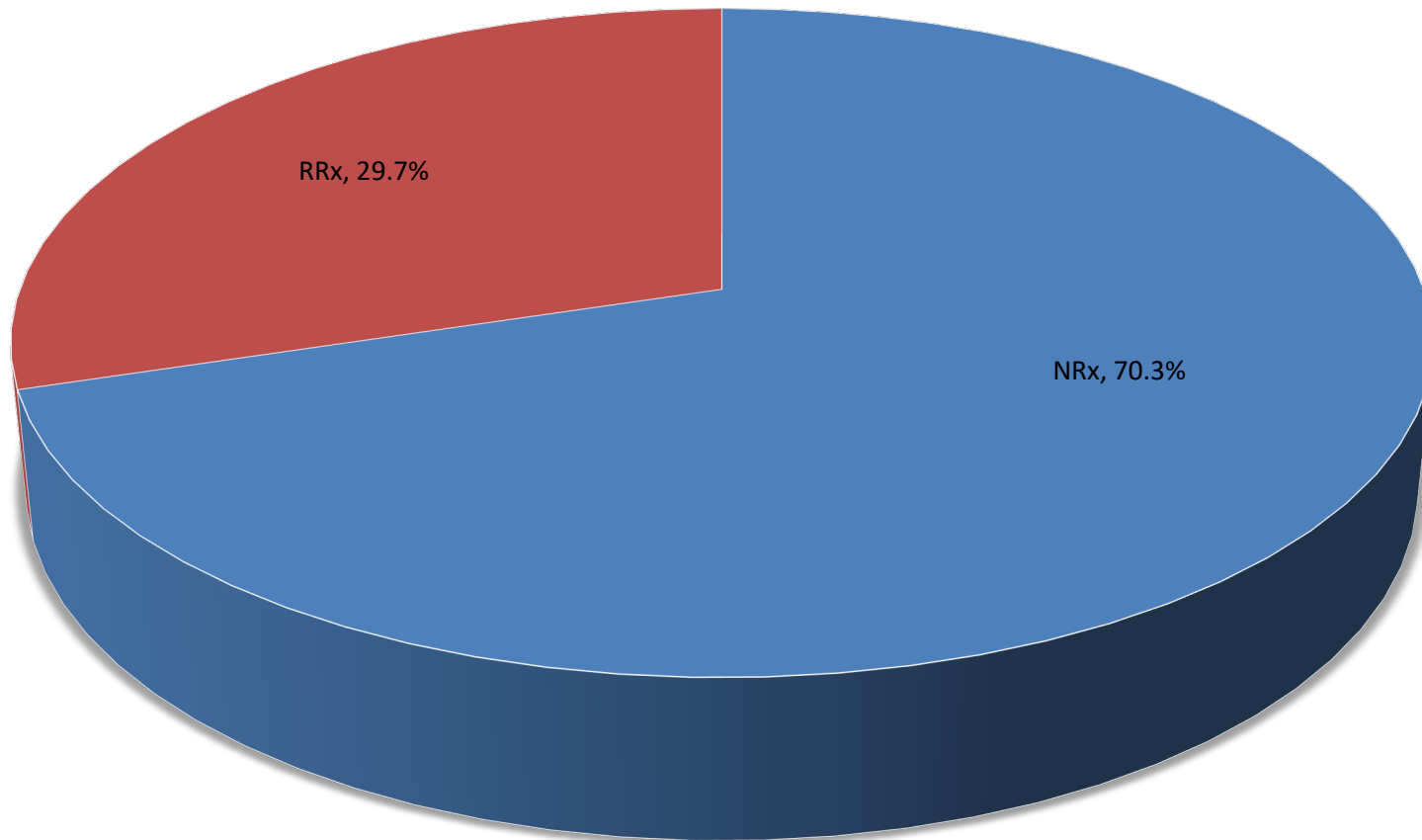
True Rx vs. Trial Card Redemptions (Source: IMS NPA/McKesson)



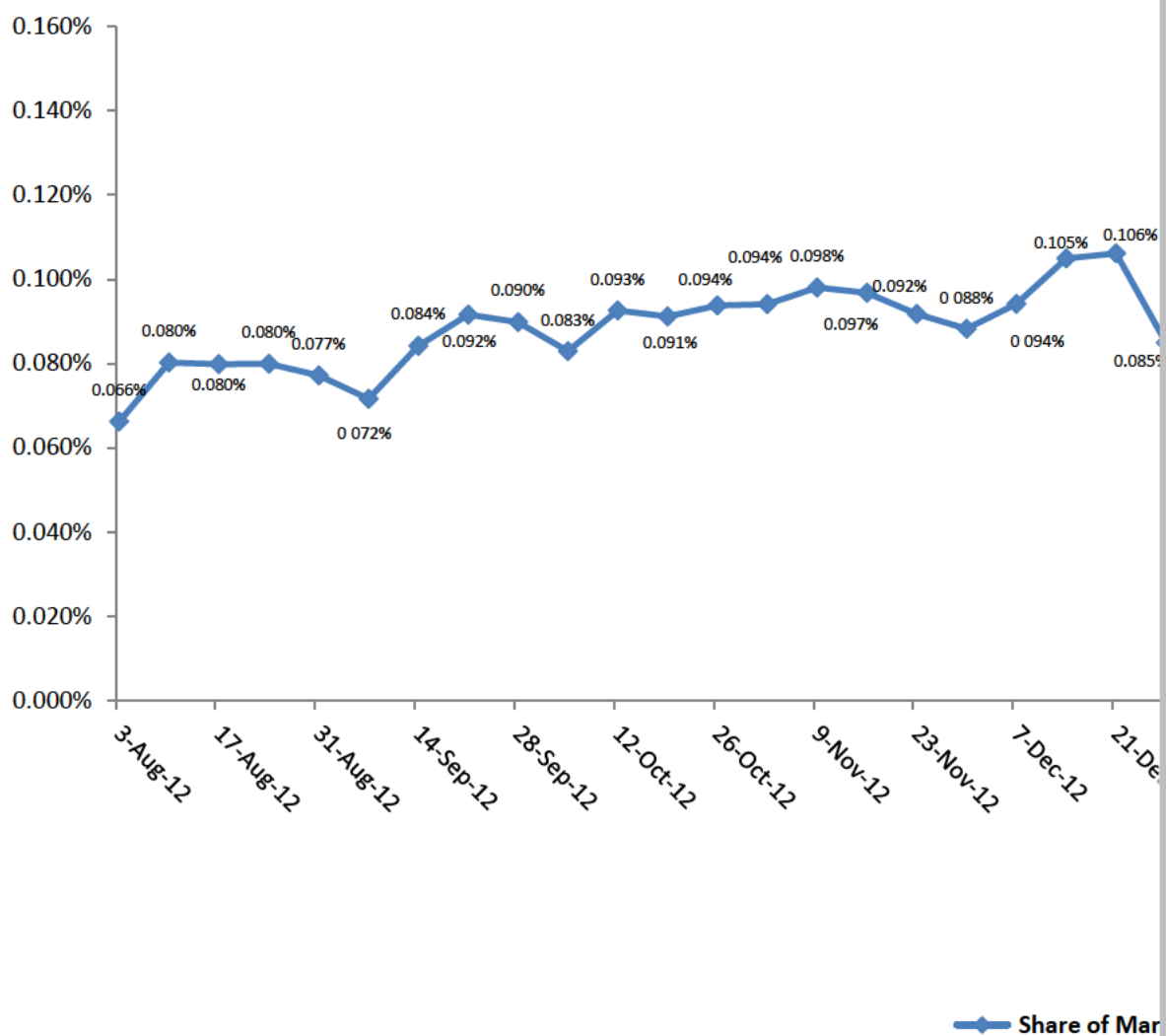
Intermezzo Total Rx's by Dosage Strength
Week ending April 26, 2013
(Source: IMS NPA)



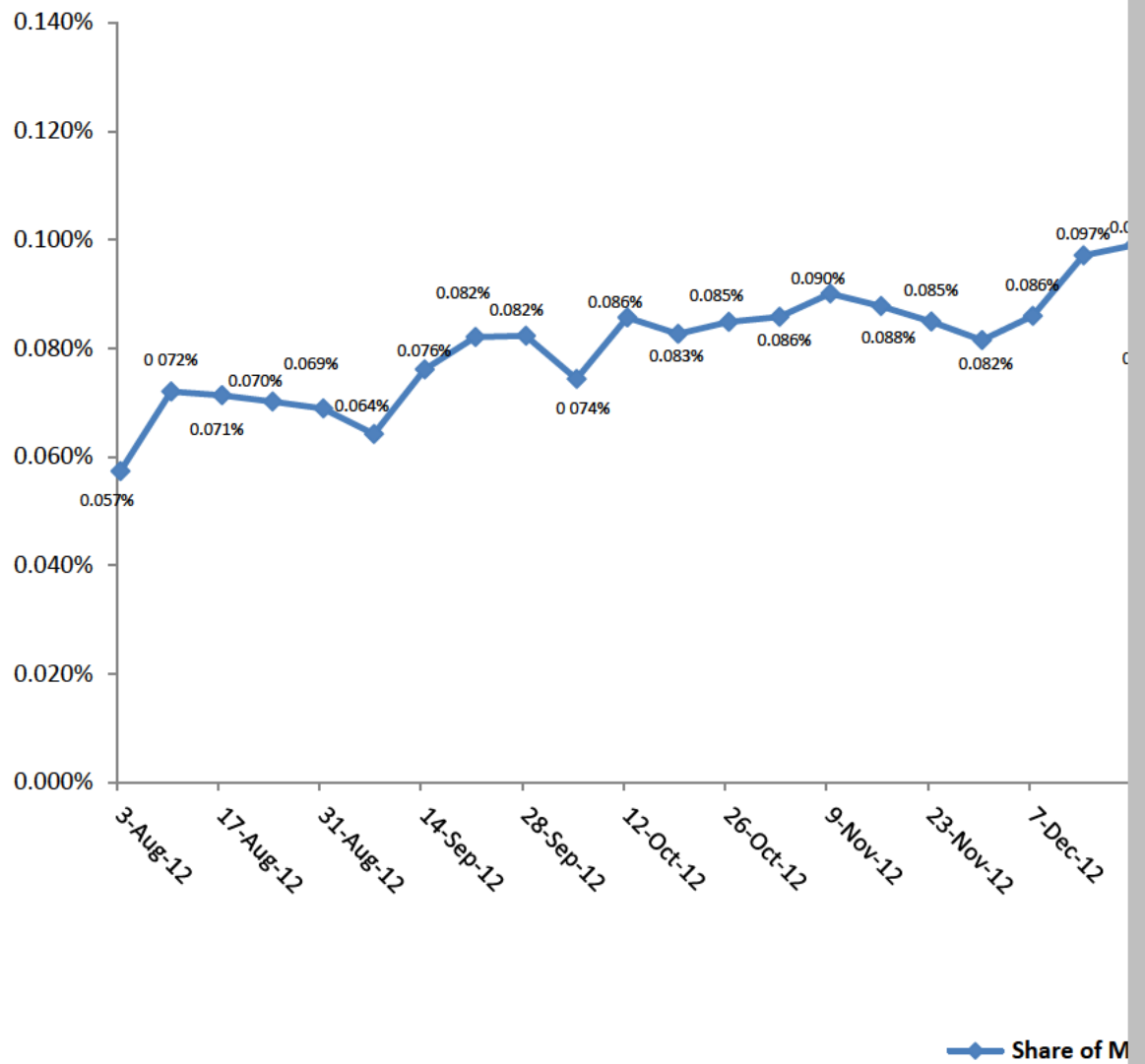
Intermezzo Total NRx vs. Total RRx
Week ending April 26, 2013
(Source: IMS NPA)



Intermezzo Total Rx Share of Insomnia



Intermezzo True Rx Share of Insomnia Ma



Source: IMS NPA Data

Data includes retail pharmacy, mail order and LTC channels

Numbers are absolute

	23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12
Total Market TRx	1,370,896	1,384,239	1,432,279	1,369,297
Intermezzo Total	-	0	92	410
Intermezzo True			88	392
Share of Market (Total TRx)			0.006%	0.030%
Share of Market (True TRx)			0.006%	0.029%

20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12	25-May-12
1,375,370	1,382,029	1,465,269	1,372,778	1,358,917	1,377,379
468	461	551	581	577	644
406	400	466	482	474	539
0.034%	0.033%	0.038%	0.042%	0.042%	0.047%
0.030%	0.029%	0.032%	0.035%	0.035%	0.039%

1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12
1,308,074	1,406,687	1,355,575	1,354,480	1,386,497	1,324,286	1,403,405
561	801	760	840	842	715	904
494	678	657	720	728	646	808
0.043%	0.057%	0.056%	0.062%	0.061%	0.054%	0.064%
0.038%	0.048%	0.048%	0.053%	0.053%	0.049%	0.058%

20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12
1,369,334	1,324,286	1,369,334	1,324,286	1,369,334	1,377,799
894	939	907	1,063	1,094	1,102
789	818	785	954	977	967
0.065%	0.071%	0.066%	0.080%	0.080%	0.080%
0.058%	0.062%	0.057%	0.072%	0.071%	0.070%

31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12	28-Sep-12
1,415,168	1,359,788	1,416,839	1,394,006	1,407,414
1,093	974	1,194	1,278	1,265
975	873	1,078	1,144	1,158
0.077%	0.072%	0.084%	0.092%	0.090%
0.069%	0.064%	0.076%	0.082%	0.082%

5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12
1,461,046	1,385,829	1,391,512	1,389,095	1,378,667
1,212	1,284	1,269	1,303	1,298
1,086	1,187	1,150	1,179	1,183
0.083%	0.093%	0.091%	0.094%	0.094%
0.074%	0.086%	0.083%	0.085%	0.086%

9-Nov-12	16-Nov-12	23-Nov-12	30-Nov-12	7-Dec-12
1,409,855	1,391,492	1,208,449	1,482,181	1,470,840
1,383	1,347	1,109	1,308	1,385
1,270	1,221	1,026	1,208	1,264
0.098%	0.097%	0.092%	0.088%	0.094%
0.090%	0.088%	0.085%	0.082%	0.086%

14-Dec-12	21-Dec-12	28-Dec-12	4-Jan-13	11-Jan-13
1,417,828	1,444,247	1,170,577	1,356,237	1,475,389
1,489	1,534	995	985	1,290
1,377	1,430	943	918	1,205
0.105%	0.106%	0.085%	0.073%	0.087%
0.097%	0.099%	0.081%	0.068%	0.082%

18-Jan-13	25-Jan-13	1-Feb-13	8-Feb-13	15-Feb-13
1,422,268	1,317,001	1,399,365	1,435,241	1,378,842
1,532	1,527	1,782	1,830	1,887
1,377	1,354	1,568	1,606	1,638
0.108%	0.116%	0.127%	0.128%	0.137%
0.097%	0.103%	0.112%	0.112%	0.119%

22-Feb-13	1-Mar-13	8-Mar-13	15-Mar-13	22-Mar-13
1,334,165	1,439,081	1,454,057	1,390,065	1,372,433
1,907	1,963	1,948	1,885	1,939
1,631	1,664	1,675	1,602	1,665
0.143%	0.136%	0.134%	0.136%	0.141%
0.122%	0.116%	0.115%	0.115%	0.121%

29-Mar-13	5-Apr-13	12-Apr-13	19-Apr-13	26-Apr-13
1,341,216	1,403,587	1,369,962	1,344,785	1,348,514
1,914	1,729	1,857	1,769	1,748
1,632	1,492	1,627	1,559	1,497
0.143%	0.123%	0.136%	0.132%	0.130%
0.122%	0.106%	0.119%	0.116%	0.111%

3-May-13

1/1 Week Growth

0.3%

-1.2%

-4.0%

Intermezzo Total Rxs for the week ending			
Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	594	209	803
3.5mg	634	311	945
Total	1,228	520	1,748

Distribution of Total New versus Refill Rxs for Intermezzo			
Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	74.0%	26.0%	100.0%
3.5mg	67.1%	32.9%	100.0%
Total	70.3%	29.7%	100.0%

Distribution of Intermezzo Total Rxs by Strength			
Strength	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
1.75mg	48.4%	40.2%	45.9%
3.5mg	51.6%	59.8%	54.1%
Total	100.0%	100.0%	100.0%

g April 26, 2013	
<u>Trial Card Redemptions</u>	<u>"True" Rx</u>
127	676
124	821
251	1,497