

18-Nov-11	25-Nov-11	2-Dec-11	9-Dec-11	16-Dec-11	23-Dec-11	30-Dec-11	6-Jan-12	13-Jan-12
20,334	17,564	21,054	20,327	20,929	21,348	16,798	18,468	20,051
2,724	2,382	2,699	2,779	2,775	2,752	2,221	2,628	2,777
28,127	24,712	29,861	27,956	28,197	28,920	24,052	26,716	27,622
9,443	8,248	10,102	9,503	9,718	9,556	8,201	9,211	9,576
22,981	20,401	24,756	22,664	23,290	23,514	20,015	21,896	23,015
8,311	7,270	8,793	8,027	8,415	8,353	7,249	7,929	8,198
16,565	14,661	17,770	16,431	16,619	16,714	14,504	15,951	16,524
108,485	95,238	115,035	107,687	109,943	111,157	93,040	102,799	107,763

124	91	113	111	130	99	93	87	109
92	93	82	80	75	74	59	86	49
38	40	50	38	28	38	44	36	30
26	16	17	17	13	26	22	21	15
280	240	262	246	246	237	218	230	203

169	133	145	152	154	170	99	98	139
91	78	80	61	92	61	60	69	69
118	132	127	137	105	127	94	115	108
106	101	119	104	108	104	83	101	98
78	79	89	80	84	91	67	71	65
83	59	73	67	65	68	67	72	80
67	53	74	59	65	74	33	70	66
712	635	707	660	673	695	503	596	625

20,041	17,340	20,796	20,064	20,645	21,079	16,606	18,283	19,803
2,633	2,304	2,619	2,718	2,683	2,691	2,161	2,559	2,708
27,917	24,487	29,652	27,739	28,017	28,719	23,899	26,515	27,465
9,337	8,147	9,983	9,399	9,610	9,452	8,118	9,110	9,478
22,865	20,282	24,617	22,546	23,178	23,385	19,904	21,789	22,920
8,228	7,211	8,720	7,960	8,350	8,285	7,182	7,857	8,118
16,472	14,592	17,679	16,355	16,541	16,614	14,449	15,860	16,443
107,493	94,363	114,066	106,781	109,024	110,225	92,319	101,973	106,935

20,210	17,473	20,941	20,216	20,799	21,249	16,705	18,381	19,942
2,724	2,382	2,699	2,779	2,775	2,752	2,221	2,628	2,777



20-Jan-12	27-Jan-12	3-Feb-12	10-Feb-12	17-Feb-12	24-Feb-12	2-Mar-12	9-Mar-12	16-Mar-12
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19,465	18,955	19,957	19,767	19,314	18,689	20,666	20,292	19,560
2,708	2,576	2,724	2,833	2,781	2,631	2,928	2,863	2,891
27,073	25,890	27,627	27,322	26,885	25,923	29,070	28,105	26,742
9,359	8,856	9,496	9,569	9,236	9,143	10,133	9,855	9,558
22,021	20,793	22,386	22,412	21,844	20,991	23,932	23,126	22,117
7,984	7,583	8,274	8,125	8,157	7,722	9,066	8,601	8,234
15,865	14,868	16,349	16,354	15,857	15,200	17,512	16,963	15,777
104,475	99,521	106,813	106,382	104,074	100,299	113,307	109,805	104,879

109	112	86	104	94	81	84	75	76
51	62	75	63	46	47	47	60	47
36	38	38	33	15	36	29	17	28
13	7	15	12	19	14	7	17	16
209	219	214	212	174	178	167	169	167

144	116	140	120	84	88	99	87	66
65	71	81	69	73	77	58	74	59
99	109	127	88	77	65	71	48	69
114	98	94	90	71	74	63	84	78
74	78	59	69	68	54	57	68	55
69	69	68	83	47	56	36	48	47
50	42	54	58	52	35	38	46	45
615	583	623	577	472	449	422	455	419

19,212	18,727	19,731	19,543	19,136	18,520	20,483	20,130	19,418
2,643	2,505	2,643	2,764	2,708	2,554	2,870	2,789	2,832
26,923	25,719	27,425	27,171	26,762	25,811	28,952	27,997	26,626
9,245	8,758	9,402	9,479	9,165	9,069	10,070	9,771	9,480
21,911	20,677	22,289	22,310	21,761	20,901	23,846	23,041	22,034
7,915	7,514	8,206	8,042	8,110	7,666	9,030	8,553	8,187
15,802	14,819	16,280	16,284	15,786	15,151	17,467	16,900	15,716
103,651	98,719	105,976	105,593	103,428	99,672	112,718	109,181	104,293

19,356	18,843	19,871	19,663	19,220	18,608	20,582	20,217	19,484
2,708	2,576	2,724	2,833	2,781	2,631	2,928	2,863	2,891



23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12	20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12
19,129	19,270	19,746	19,405	19,331	19,432	20,237	19,368	19,235
2,700	2,729	2,919	2,868	2,887	2,739	3,073	2,857	2,878
26,211	26,828	27,948	26,594	26,735	26,928	28,523	26,911	27,090
9,324	9,595	10,074	9,557	9,809	9,995	10,650	9,866	9,923
21,307	21,721	23,140	21,688	21,481	21,724	23,792	21,628	21,442
8,007	8,327	8,667	8,138	8,183	8,466	9,055	8,224	8,331
15,137	15,621	16,700	15,325	15,327	15,540	17,024	15,543	15,245
101,815	104,091	109,194	103,575	103,753	104,824	112,354	104,397	104,144
68	65	61	71	63	62	65	56	57
45	68	54	34	43	19	34	43	56
28	17	26	18	23	22	29	17	18
13	15	15	26	11	14	9	13	7
154	165	156	149	140	117	137	129	138
86	65	62	67	83	73	69	65	66
51	45	57	41	49	39	50	44	59
57	48	56	77	53	48	41	50	46
59	65	69	57	45	48	59	52	52
43	49	41	46	31	38	43	42	33
47	44	45	44	47	32	50	36	35
26	36	42	24	34	23	40	36	31
369	352	372	356	342	301	352	325	322
18,975	19,140	19,623	19,267	19,185	19,297	20,103	19,247	19,112
2,649	2,684	2,862	2,827	2,838	2,700	3,023	2,813	2,819
26,109	26,712	27,838	26,483	26,639	26,861	28,448	26,818	26,988
9,265	9,530	10,005	9,500	9,764	9,947	10,591	9,814	9,871
21,236	21,655	23,073	21,624	21,427	21,664	23,720	21,569	21,391
7,960	8,283	8,622	8,094	8,136	8,434	9,005	8,188	8,296
15,098	15,570	16,643	15,275	15,282	15,503	16,975	15,494	15,207
101,292	103,574	108,666	103,070	103,271	104,406	111,865	103,943	103,684
19,061	19,205	19,685	19,334	19,268	19,370	20,172	19,312	19,178
2,700	2,729	2,919	2,868	2,887	2,739	3,073	2,857	2,878



25-May-12	1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12	20-Jul-12
19,950	17,751	20,090	19,240	19,435	19,625	18,121	19,401	19,361
2,994	2,763	3,077	2,974	2,961	2,970	2,993	3,162	3,096
27,611	25,256	27,667	26,871	26,516	27,245	26,077	27,246	26,885
10,478	9,523	10,178	10,091	10,138	10,271	10,151	10,246	10,267
22,187	21,004	22,503	21,340	21,546	21,624	22,079	21,694	21,663
8,732	8,124	8,464	8,287	8,493	8,496	8,532	8,535	8,620
16,101	15,161	15,903	15,008	15,583	15,472	15,707	15,535	15,554
108,053	99,582	107,882	103,811	104,672	105,703	103,660	105,819	105,446

60	45	63	70	58	44	39	46	48
31	39	40	37	40	47	38	33	37
23	18	23	17	13	8	15	9	11
13	10	22	9	8	8	10	6	8
127	112	148	133	119	107	102	94	104

49	58	52	64	57	46	30	58	54
39	53	60	51	40	29	36	40	46
50	46	60	39	32	43	33	38	38
83	53	39	39	62	44	37	30	39
42	36	35	33	37	35	30	44	26
33	37	35	37	40	30	37	25	44
27	24	29	21	14	22	9	12	14
323	307	310	284	282	249	212	247	261

19,841	17,648	19,975	19,106	19,320	19,535	18,052	19,297	19,259
2,955	2,710	3,017	2,923	2,921	2,941	2,957	3,122	3,050
27,530	25,171	27,567	26,795	26,444	27,155	26,006	27,175	26,810
10,395	9,470	10,139	10,052	10,076	10,227	10,114	10,216	10,228
22,122	20,950	22,445	21,290	21,496	21,581	22,034	21,641	21,626
8,699	8,087	8,429	8,250	8,453	8,466	8,495	8,510	8,576
16,061	15,127	15,852	14,978	15,561	15,442	15,688	15,517	15,532
107,603	99,163	107,424	103,394	104,271	105,347	103,346	105,478	105,081

19,890	17,706	20,027	19,170	19,377	19,581	18,082	19,355	19,313
2,994	2,763	3,077	2,974	2,961	2,970	2,993	3,162	3,096





27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12	31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12
19,124	18,880	18,728	19,146	18,966	19,382	18,162	19,493	19,356
3,010	3,096	3,063	3,163	2,936	3,119	2,941	3,272	3,140
26,251	26,490	26,142	26,661	26,414	26,829	25,783	26,819	26,541
10,122	10,252	10,131	10,474	10,376	10,354	9,993	10,591	10,318
21,141	21,700	21,358	21,459	21,046	21,720	20,946	21,565	21,147
8,510	8,484	8,393	8,628	8,662	8,553	8,237	8,635	8,619
15,153	15,102	15,157	15,418	15,181	15,189	15,156	15,301	15,107
103,311	104,004	102,972	104,949	103,581	105,146	101,218	105,676	104,228
33	45	41	33	41	22	35	25	18
36	18	42	26	22	20	18	15	10
10	8	3	10	7	8	5	6	1
4	5	8	4	9	5	1	6	1
83	76	94	73	79	55	59	52	30
46	52	31	33	15	20	19	19	13
26	23	22	24	14	23	20	27	15
31	39	31	34	15	13	23	10	6
48	24	37	37	29	40	31	34	40
24	40	27	16	15	20	19	19	13
29	35	27	22	11	3	8	13	8
14	10	17	12	8	11	18	9	8
218	223	192	178	107	130	138	131	103
19,045	18,783	18,656	19,080	18,910	19,340	18,108	19,449	19,325
2,984	3,073	3,041	3,139	2,922	3,096	2,921	3,245	3,125
26,184	26,433	26,069	26,601	26,377	26,796	25,742	26,794	26,525
10,074	10,228	10,094	10,437	10,347	10,314	9,962	10,557	10,278
21,107	21,652	21,328	21,433	21,024	21,692	20,922	21,540	21,133
8,481	8,449	8,366	8,606	8,651	8,550	8,229	8,622	8,611
15,135	15,087	15,132	15,402	15,164	15,173	15,137	15,286	15,098
103,010	103,705	102,686	104,698	103,395	104,961	101,021	105,493	104,095
19,091	18,835	18,687	19,113	18,925	19,360	18,127	19,468	19,338
3,010	3,096	3,063	3,163	2,936	3,119	2,941	3,272	3,140



28-Sep-12	5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12	9-Nov-12	16-Nov-12	23-Nov-12
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19,811	19,974	19,126	19,480	19,587	19,002	20,339	20,284	17,811
3,378	3,270	3,222	3,111	3,213	3,162	3,375	3,323	2,979
26,917	27,276	26,377	26,568	26,375	25,995	27,306	26,609	24,144
10,536	10,711	10,425	10,321	10,400	10,262	10,730	10,526	9,633
21,654	22,031	21,051	20,970	20,996	20,758	21,484	20,976	19,085
8,505	8,678	8,470	8,533	8,476	8,271	8,836	8,760	7,827
14,868	15,729	14,915	15,020	14,927	14,561	15,391	15,116	13,618
105,669	107,669	103,586	104,003	103,974	102,011	107,461	105,594	95,097

25	22	21	13	15	15	8	13	9
19	14	6	9	12	9	3	9	7
5	2	3	1	-	3	-	-	1
4	3	2	2	2	-	-	-	-
53	41	32	25	29	27	11	22	17

14	6	9	8	5	7	21	22	5
36	12	21	17	25	15	13	18	20
21	28	8	12	16	7	8	4	6
32	25	41	38	31	24	32	32	33
10	13	5	6	4	6	3	6	8
9	9	14	13	8	9	12	7	3
5	13	10	3	7	5	13	10	4
127	106	108	97	96	73	102	99	79

19,772	19,946	19,096	19,459	19,567	18,980	20,310	20,249	17,797
3,342	3,258	3,201	3,094	3,188	3,147	3,362	3,305	2,959
26,877	27,234	26,363	26,547	26,347	25,979	27,295	26,596	24,131
10,504	10,686	10,384	10,283	10,369	10,238	10,698	10,494	9,600
21,639	22,016	21,043	20,963	20,992	20,749	21,481	20,970	19,076
8,496	8,669	8,456	8,520	8,468	8,262	8,824	8,753	7,824
14,859	15,713	14,903	15,015	14,918	14,556	15,378	15,106	13,614
105,489	107,522	103,446	103,881	103,849	101,911	107,348	105,473	95,001

19,786	19,952	19,105	19,467	19,572	18,987	20,331	20,271	17,802
3,378	3,270	3,222	3,111	3,213	3,162	3,375	3,323	2,979



30-Nov-12	7-Dec-12	14-Dec-12	21-Dec-12	28-Dec-12	4-Jan-13	11-Jan-13	18-Jan-13	25-Jan-13
20,799	20,914	20,496	21,521	16,162	17,966	19,797	19,703	17,903
3,431	3,492	3,449	3,573	2,728	3,096	3,551	3,341	3,022
27,881	28,197	27,005	28,340	22,397	25,104	26,793	26,177	23,542
11,068	11,293	10,838	11,296	9,015	10,247	10,847	10,667	9,567
22,179	22,137	21,172	22,042	18,122	20,382	21,341	20,543	18,348
8,938	9,076	8,775	8,955	7,478	8,333	8,888	8,631	7,662
15,218	15,980	14,847	15,667	13,090	14,542	15,160	14,947	12,930
109,514	111,089	106,582	111,394	88,992	99,670	106,377	104,009	92,974
8	6	5	3	4	1	4	8	2
4	4	4	8	3		3	3	
-	-	-	2	1	3	1		
1	1	1	1	-	1	4		3
13	11	10	14	8	5	12	11	5
11	8	18	10	4	5	7	8	6
12	16	17	12	15	13	21	13	15
8	8	4	5	6	12	7	3	5
31	28	24	31	33	45	32	37	27
3	6	10	5	5	10	3	8	9
6	4	7	3	1	2	4	1	3
6	11	6	7	6	13	3	4	8
77	81	86	73	70	100	77	74	73
20,780	20,900	20,473	21,508	16,154	17,960	19,786	19,687	17,895
3,419	3,476	3,432	3,561	2,713	3,083	3,530	3,328	3,007
27,869	28,185	26,997	28,327	22,388	25,092	26,783	26,171	23,537
11,037	11,265	10,814	11,265	8,982	10,202	10,815	10,630	9,540
22,176	22,131	21,162	22,035	18,116	20,369	21,337	20,535	18,339
8,932	9,072	8,768	8,952	7,477	8,331	8,884	8,630	7,659
15,211	15,968	14,840	15,659	13,084	14,528	15,153	14,943	12,919
109,424	110,997	106,486	111,307	88,914	99,565	106,288	103,924	92,896
20,791	20,908	20,491	21,518	16,158	17,965	19,793	19,695	17,901
3,431	3,492	3,449	3,573	2,728	3,096	3,551	3,341	3,022



1-Feb-13	8-Feb-13	15-Feb-13	22-Feb-13	1-Mar-13	8-Mar-13	15-Mar-13	22-Mar-13	29-Mar-13
18,952	19,750	19,566	18,389	19,586	19,978	19,201	18,544	18,160
3,125	3,406	3,302	3,102	3,371	3,504	3,292	3,109	3,053
24,944	26,400	25,697	23,737	26,297	26,961	25,448	24,425	23,882
10,192	11,013	10,314	9,807	11,061	11,121	10,347	10,100	10,077
19,855	20,872	20,142	18,459	20,774	21,411	19,755	18,647	18,633
8,317	8,950	8,425	7,640	8,963	8,873	8,336	7,944	8,090
14,223	15,112	14,526	13,022	14,874	15,387	14,133	13,196	13,291
99,608	105,503	101,972	94,156	104,926	107,235	100,512	95,965	95,186

6	7	13	14	6	5	12	9	7
3	2	-	1	5	3	3	6	-
3	1	-	1	4	-	-	-	1
3	1	1	4	2	5	-	-	-
15	11	14	20	17	13	15	15	8

8	9	10	7	6	6	5	9	3
6	15	9	13	5	8	6	5	9
2	8	5	3	2	7	5	4	3
37	29	24	25	28	3	6	4	4
5	3	6	3	5	1	4	2	4
3	5	5	5	2	6	1	5	3
3	3	1	2	8	1		5	7
64	72	60	58	56	32	27	34	33

18,938	19,734	19,543	18,368	19,574	19,967	19,184	18,526	18,150
3,119	3,391	3,293	3,089	3,366	3,496	3,286	3,104	3,044
24,939	26,390	25,692	23,733	26,290	26,951	25,440	24,415	23,879
10,155	10,984	10,290	9,782	11,033	11,118	10,341	10,096	10,073
19,847	20,868	20,136	18,455	20,765	21,410	19,751	18,645	18,628
8,314	8,945	8,420	7,635	8,961	8,867	8,335	7,939	8,087
14,217	15,108	14,524	13,016	14,864	15,381	14,133	13,191	13,284
99,529	105,420	101,898	94,078	104,853	107,190	100,470	95,916	95,145

18,946	19,743	19,553	18,375	19,580	19,973	19,189	18,535	18,153
3,125	3,406	3,302	3,102	3,371	3,504	3,292	3,109	3,053





**5-Apr-13   12-Apr-13   19-Apr-13   26-Apr-13   3-May-13**

18,826  
3,312  
25,656  
10,612  
20,195  
8,619  
14,573  
101,793

11	10	6	11	5
2	2	5	-	2
1	5	2	1	-
-	-	-	-	2
14	17	13	12	9

6  
7  
4  
2  
5  
7  
1  
32

**4-Jun-10   11-Jun-10**

100.0%	100.0%
100.0%	100.0%
100.0%	100.0%
100.0%	100.0%
100.0%	100.0%
100.0%	100.0%
100.0%	100.0%
100.0%	100.0%

18,809  
3,305  
25,650  
10,610  
20,189  
8,612  
14,572  
101,747

0.0%	0.0%
0.0%	0.0%
0.0%	0.0%
0.0%	0.0%
0.0%	0.0%
0.0%	0.0%
0.0%	0.0%
0.0%	0.0%

18,815  
3,312

25,654  
10,612  
20,194  
8,619  
14,573  
101,779

3.6%  
8.5%  
7.4%  
5.3%  
8.4%  
6.5%  
9.6%  
6.9%

Share of Total OxyContin Prescriptions (Percent Conversion to I

18-Jun-10 25-Jun-10 2-Jul-10 9-Jul-10 16-Jul-10 23-Jul-10 30-Jul-10 6-Aug-10 13-Aug-10 20-Aug-10

100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	96.9%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	94.5%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	96.7%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	97.2%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	94.7%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	96.0%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.6%	89.7%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	94.6%

0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.1%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	5.5%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.3%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	2.8%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	5.3%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	4.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	10.3%
0.0%	0.000%	0.000%	0.000%	0.000%	0.000%	0.003%	0.012%	0.269%	5.351%



Reformulated OxyContin)

27-Aug-10 3-Sep-10 10-Sep-10 17-Sep-10 24-Sep-10 1-Oct-10 8-Oct-10 15-Oct-10 22-Oct-10

90.2%	79.6%	70.2%	59.9%	50.5%	43.4%	36.6%	31.7%	27.8%
88.3%	84.9%	76.4%	70.8%	66.1%	60.2%	56.3%	51.2%	48.2%
87.6%	74.1%	62.2%	50.3%	39.5%	32.2%	26.5%	21.1%	18.3%
91.6%	83.4%	76.0%	63.9%	52.6%	46.6%	40.6%	34.1%	29.0%
83.9%	70.8%	59.2%	46.9%	37.9%	31.5%	26.4%	21.6%	17.8%
86.1%	77.6%	66.7%	57.4%	47.6%	40.9%	34.6%	30.0%	26.0%
74.6%	61.5%	51.2%	42.4%	33.7%	28.6%	23.4%	20.0%	17.4%
84.5%	72.7%	62.2%	51.5%	42.0%	35.6%	30.0%	25.2%	21.8%
9.8%	20.4%	29.8%	40.1%	49.5%	56.6%	63.4%	68.3%	72.2%
11.7%	15.1%	23.6%	29.2%	33.9%	39.8%	43.7%	48.8%	51.8%
12.4%	25.9%	37.8%	49.7%	60.5%	67.8%	73.5%	78.9%	81.7%
8.4%	16.6%	24.0%	36.1%	47.4%	53.4%	59.4%	65.9%	71.0%
16.1%	29.2%	40.8%	53.1%	62.1%	68.5%	73.6%	78.4%	82.2%
13.9%	22.4%	33.3%	42.6%	52.4%	59.1%	65.4%	70.0%	74.0%
25.4%	38.5%	48.8%	57.6%	66.3%	71.4%	76.6%	80.0%	82.6%
15.500%	27.290%	37.759%	48.540%	58.003%	64.430%	69.983%	74.814%	78.209%



**29-Oct-10 5-Nov-10 12-Nov-10 19-Nov-10 26-Nov-10 3-Dec-10 10-Dec-10 17-Dec-10 24-Dec-10**

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23.2%	20.9%	17.7%	15.3%	14.0%	13.1%	11.4%	7.9%	9.2%
42.9%	35.9%	36.1%	33.2%	31.3%	27.1%	27.0%	19.8%	22.3%
14.7%	12.7%	10.5%	9.4%	9.0%	7.8%	7.3%	5.6%	5.9%
26.2%	23.8%	21.0%	18.4%	16.3%	13.6%	12.7%	11.6%	13.1%
15.1%	13.0%	11.2%	9.9%	8.5%	8.0%	7.2%	5.7%	5.6%
22.1%	19.9%	17.8%	17.2%	14.1%	13.7%	12.1%	10.1%	10.5%
14.3%	11.8%	10.8%	9.9%	8.8%	8.3%	8.3%	6.2%	6.0%
18.3%	16.0%	14.0%	12.5%	11.2%	10.2%	9.4%	7.2%	7.7%

76.8%	79.1%	82.3%	84.7%	86.0%	86.9%	88.6%	92.1%	90.8%
57.1%	64.1%	63.9%	66.8%	68.7%	72.9%	73.0%	80.2%	77.7%
85.3%	87.3%	89.5%	90.6%	91.0%	92.2%	92.7%	94.4%	94.1%
73.8%	76.2%	79.0%	81.6%	83.7%	86.4%	87.3%	88.4%	86.9%
84.9%	87.0%	88.8%	90.1%	91.5%	92.0%	92.8%	94.3%	94.4%
77.9%	80.1%	82.2%	82.8%	85.9%	86.3%	87.9%	89.9%	89.5%
85.7%	88.2%	89.2%	90.1%	91.2%	91.7%	91.7%	93.8%	94.0%

81.723%	83.992%	86.047%	87.542%	88.827%	89.841%	90.634%	92.775%	92.275%
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31-Dec-10	7-Jan-11	14-Jan-11	21-Jan-11	28-Jan-11	4-Feb-11	11-Feb-11	18-Feb-11	25-Feb-11
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8.8%	8.6%	8.1%	7.9%	7.5%	7.7%	7.5%	7.2%	6.6%
21.7%	23.4%	21.8%	23.1%	21.7%	21.0%	22.7%	19.4%	21.4%
5.3%	5.4%	5.4%	5.0%	5.0%	4.7%	4.8%	4.4%	4.4%
12.4%	11.9%	11.0%	11.3%	11.4%	10.8%	10.4%	10.1%	10.0%
5.5%	5.4%	5.4%	4.9%	4.7%	4.9%	4.6%	4.2%	3.9%
9.7%	9.2%	9.5%	9.6%	8.7%	7.9%	8.1%	8.4%	7.8%
6.1%	6.3%	5.7%	5.9%	5.5%	5.6%	4.8%	4.7%	4.4%
7.4%	7.4%	7.1%	6.9%	6.6%	6.5%	6.3%	6.0%	5.7%

91.2%	91.4%	91.9%	92.1%	92.5%	92.3%	92.5%	92.8%	93.4%
78.3%	76.6%	78.2%	76.9%	78.3%	79.0%	77.3%	80.6%	78.6%
94.7%	94.6%	94.6%	95.0%	95.0%	95.3%	95.2%	95.6%	95.6%
87.6%	88.1%	89.0%	88.7%	88.6%	89.2%	89.6%	89.9%	90.0%
94.5%	94.6%	94.6%	95.1%	95.3%	95.1%	95.4%	95.8%	96.1%
90.3%	90.8%	90.5%	90.4%	91.3%	92.1%	91.9%	91.6%	92.2%
93.9%	93.7%	94.3%	94.1%	94.5%	94.4%	95.2%	95.3%	95.6%
92.646%	92.643%	92.935%	93.111%	93.364%	93.491%	93.684%	94.006%	94.258%



**4-Mar-11 11-Mar-11 18-Mar-11 25-Mar-11 1-Apr-11 8-Apr-11 15-Apr-11 22-Apr-11 29-Apr-11**

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6.4%	4.8%	5.1%	4.7%	4.3%	4.2%	4.0%	3.7%	3.4%
19.6%	16.4%	15.8%	15.9%	15.6%	13.8%	15.6%	14.5%	12.7%
4.1%	3.2%	3.1%	2.9%	2.6%	2.4%	2.2%	2.1%	1.9%
9.6%	7.3%	7.0%	6.6%	6.8%	7.0%	6.5%	5.7%	5.1%
3.8%	3.1%	3.0%	3.2%	2.8%	2.4%	2.3%	2.2%	1.9%
7.6%	6.0%	5.8%	5.6%	5.4%	4.5%	4.6%	5.0%	3.8%
4.1%	3.5%	3.0%	3.0%	2.9%	2.6%	2.2%	2.4%	1.9%
5.5%	4.3%	4.2%	4.1%	3.8%	3.5%	3.4%	3.2%	2.8%

93.6%	95.2%	94.9%	95.3%	95.7%	95.8%	96.0%	96.3%	96.6%
80.4%	83.6%	84.2%	84.1%	84.4%	86.2%	84.4%	85.5%	87.3%
95.9%	96.8%	96.9%	97.1%	97.4%	97.6%	97.8%	97.9%	98.1%
90.4%	92.7%	93.0%	93.4%	93.2%	93.0%	93.5%	94.3%	94.9%
96.2%	96.9%	97.0%	96.8%	97.2%	97.6%	97.7%	97.8%	98.1%
92.4%	94.0%	94.2%	94.4%	94.6%	95.5%	95.4%	95.0%	96.2%
95.9%	96.5%	97.0%	97.0%	97.1%	97.4%	97.8%	97.6%	98.1%
94.529%	95.683%	95.787%	95.915%	96.195%	96.469%	96.608%	96.772%	97.175%



6-May-11 13-May-11 20-May-11 27-May-11 3-Jun-11 10-Jun-11 17-Jun-11 24-Jun-11 1-Jul-11

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3.3%	2.9%	2.7%	2.2%	2.4%	2.0%	1.9%	1.8%	1.9%
12.8%	10.4%	10.7%	9.2%	8.6%	9.1%	8.5%	8.2%	8.4%
1.9%	1.5%	1.5%	1.2%	1.3%	1.1%	1.2%	1.0%	0.9%
4.8%	4.5%	3.3%	3.3%	3.1%	2.9%	3.1%	2.8%	2.5%
1.9%	1.4%	1.3%	1.2%	1.0%	1.0%	1.0%	0.9%	0.7%
4.3%	3.1%	3.0%	2.7%	2.8%	2.2%	2.1%	2.0%	2.0%
1.9%	1.5%	1.3%	1.1%	1.2%	1.0%	0.9%	0.8%	0.9%
2.8%	2.3%	2.1%	1.8%	1.8%	1.7%	1.6%	1.5%	1.4%

96.7%	97.1%	97.3%	97.8%	97.6%	98.0%	98.1%	98.2%	98.1%
87.2%	89.6%	89.3%	90.8%	91.4%	90.9%	91.5%	91.8%	91.6%
98.1%	98.5%	98.5%	98.8%	98.7%	98.9%	98.8%	99.0%	99.1%
95.2%	95.5%	96.7%	96.7%	96.9%	97.1%	96.9%	97.2%	97.5%
98.1%	98.6%	98.7%	98.8%	99.0%	99.0%	99.0%	99.1%	99.3%
95.7%	96.9%	97.0%	97.3%	97.2%	97.8%	97.9%	98.0%	98.0%
98.1%	98.5%	98.7%	98.9%	98.8%	99.0%	99.1%	99.2%	99.1%
97.203%	97.694%	97.879%	98.159%	98.174%	98.348%	98.373%	98.511%	98.585%



8-Jul-11	15-Jul-11	22-Jul-11	29-Jul-11	5-Aug-11	12-Aug-11	19-Aug-11	26-Aug-11	2-Sep-11
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1.6%	1.7%	1.9%	1.8%	1.6%	1.5%	1.5%	1.3%	1.4%
7.3%	6.9%	6.2%	7.0%	6.2%	5.9%	7.0%	6.1%	5.6%
1.0%	0.9%	0.8%	0.8%	0.8%	0.7%	0.7%	0.6%	0.6%
2.8%	2.3%	1.9%	1.9%	2.1%	2.0%	1.7%	1.5%	1.6%
0.9%	0.7%	0.8%	0.7%	0.7%	0.6%	0.5%	0.6%	0.5%
1.9%	1.6%	1.9%	1.7%	1.9%	1.7%	1.6%	1.6%	1.4%
0.7%	0.6%	0.7%	0.7%	0.7%	0.6%	0.6%	0.7%	0.6%
1.4%	1.3%	1.3%	1.3%	1.2%	1.1%	1.1%	1.0%	1.0%

98.4%	98.3%	98.1%	98.2%	98.4%	98.5%	98.5%	98.7%	98.6%
92.7%	93.1%	93.8%	93.0%	93.8%	94.1%	93.0%	93.9%	94.4%
99.0%	99.1%	99.2%	99.2%	99.2%	99.3%	99.3%	99.4%	99.4%
97.2%	97.7%	98.1%	98.1%	97.9%	98.0%	98.3%	98.5%	98.4%
99.1%	99.3%	99.2%	99.3%	99.3%	99.4%	99.5%	99.4%	99.5%
98.1%	98.4%	98.1%	98.3%	98.1%	98.3%	98.4%	98.4%	98.6%
99.3%	99.4%	99.3%	99.3%	99.3%	99.4%	99.4%	99.3%	99.4%
98.581%	98.711%	98.727%	98.744%	98.790%	98.872%	98.901%	98.968%	99.035%





9-Sep-11 16-Sep-11 23-Sep-11 30-Sep-11 7-Oct-11 14-Oct-11 21-Oct-11 28-Oct-11 4-Nov-11



11-Nov-11	18-Nov-11	25-Nov-11	2-Dec-11	9-Dec-11	16-Dec-11	23-Dec-11	30-Dec-11	6-Jan-12
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0.7%	0.8%	0.8%	0.7%	0.8%	0.7%	0.8%	0.6%	0.5%
3.8%	3.3%	3.3%	3.0%	2.2%	3.3%	2.2%	2.7%	2.6%
0.5%	0.4%	0.5%	0.4%	0.5%	0.4%	0.4%	0.4%	0.4%
1.0%	1.1%	1.2%	1.2%	1.1%	1.1%	1.1%	1.0%	1.1%
0.4%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%
0.9%	1.0%	0.8%	0.8%	0.8%	0.8%	0.8%	0.9%	0.9%
0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.2%	0.4%
0.7%	0.7%	0.7%	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%
99.3%	99.2%	99.2%	99.3%	99.2%	99.3%	99.2%	99.4%	99.5%
96.2%	96.7%	96.7%	97.0%	97.8%	96.7%	97.8%	97.3%	97.4%
99.5%	99.6%	99.5%	99.6%	99.5%	99.6%	99.6%	99.6%	99.6%
99.0%	98.9%	98.8%	98.8%	98.9%	98.9%	98.9%	99.0%	98.9%
99.6%	99.7%	99.6%	99.6%	99.6%	99.6%	99.6%	99.7%	99.7%
99.1%	99.0%	99.2%	99.2%	99.2%	99.2%	99.2%	99.1%	99.1%
99.6%	99.6%	99.6%	99.6%	99.6%	99.6%	99.6%	99.8%	99.6%
99.336%	99.342%	99.332%	99.384%	99.386%	99.386%	99.373%	99.458%	99.419%



13-Jan-12	20-Jan-12	27-Jan-12	3-Feb-12	10-Feb-12	17-Feb-12	24-Feb-12	2-Mar-12	9-Mar-12
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0.7%	0.7%	0.6%	0.7%	0.6%	0.4%	0.5%	0.5%	0.4%
2.5%	2.4%	2.8%	3.0%	2.4%	2.6%	2.9%	2.0%	2.6%
0.4%	0.4%	0.4%	0.5%	0.3%	0.3%	0.3%	0.2%	0.2%
1.0%	1.2%	1.1%	1.0%	0.9%	0.8%	0.8%	0.6%	0.9%
0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%
1.0%	0.9%	0.9%	0.8%	1.0%	0.6%	0.7%	0.4%	0.6%
0.4%	0.3%	0.3%	0.3%	0.4%	0.3%	0.2%	0.2%	0.3%
0.6%	0.6%	0.6%	0.6%	0.5%	0.5%	0.4%	0.4%	0.4%

99.3%	99.3%	99.4%	99.3%	99.4%	99.6%	99.5%	99.5%	99.6%
97.5%	97.6%	97.2%	97.0%	97.6%	97.4%	97.1%	98.0%	97.4%
99.6%	99.6%	99.6%	99.5%	99.7%	99.7%	99.7%	99.8%	99.8%
99.0%	98.8%	98.9%	99.0%	99.1%	99.2%	99.2%	99.4%	99.1%
99.7%	99.7%	99.6%	99.7%	99.7%	99.7%	99.7%	99.8%	99.7%
99.0%	99.1%	99.1%	99.2%	99.0%	99.4%	99.3%	99.6%	99.4%
99.6%	99.7%	99.7%	99.7%	99.6%	99.7%	99.8%	99.8%	99.7%
99.419%	99.410%	99.413%	99.416%	99.457%	99.546%	99.552%	99.627%	99.585%



16-Mar-12	23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12	20-Apr-12	27-Apr-12	4-May-12	11-May-12
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0.3%	0.5%	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.3%
2.0%	1.9%	1.6%	2.0%	1.4%	1.7%	1.4%	1.6%	1.5%
0.3%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
0.8%	0.6%	0.7%	0.7%	0.6%	0.5%	0.5%	0.6%	0.5%
0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
0.6%	0.6%	0.5%	0.5%	0.5%	0.6%	0.4%	0.6%	0.4%
0.3%	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%	0.2%
0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
99.7%	99.5%	99.7%	99.7%	99.7%	99.6%	99.6%	99.7%	99.7%
98.0%	98.1%	98.4%	98.0%	98.6%	98.3%	98.6%	98.4%	98.5%
99.7%	99.8%	99.8%	99.8%	99.7%	99.8%	99.8%	99.9%	99.8%
99.2%	99.4%	99.3%	99.3%	99.4%	99.5%	99.5%	99.4%	99.5%
99.8%	99.8%	99.8%	99.8%	99.8%	99.9%	99.8%	99.8%	99.8%
99.4%	99.4%	99.5%	99.5%	99.5%	99.4%	99.6%	99.4%	99.6%
99.7%	99.8%	99.8%	99.7%	99.8%	99.8%	99.9%	99.8%	99.8%
99.600%	99.637%	99.661%	99.659%	99.656%	99.670%	99.713%	99.686%	99.688%





18-May-12	25-May-12	1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12
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0.3%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%	0.3%
2.1%	1.3%	1.9%	1.9%	1.7%	1.4%	1.0%	1.2%	1.3%
0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%
0.5%	0.8%	0.6%	0.4%	0.4%	0.6%	0.4%	0.4%	0.3%
0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.4%	0.4%	0.3%
0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%
99.7%	99.8%	99.7%	99.7%	99.7%	99.7%	99.8%	99.8%	99.7%
97.9%	98.7%	98.1%	98.1%	98.3%	98.6%	99.0%	98.8%	98.7%
99.8%	99.8%	99.8%	99.8%	99.9%	99.9%	99.8%	99.9%	99.9%
99.5%	99.2%	99.4%	99.6%	99.6%	99.4%	99.6%	99.6%	99.7%
99.8%	99.8%	99.8%	99.8%	99.8%	99.8%	99.8%	99.9%	99.8%
99.6%	99.6%	99.5%	99.6%	99.6%	99.5%	99.6%	99.6%	99.7%
99.8%	99.8%	99.8%	99.8%	99.9%	99.9%	99.9%	99.9%	99.9%
99.690%	99.701%	99.691%	99.712%	99.726%	99.730%	99.764%	99.795%	99.766%



20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12	31-Aug-12	7-Sep-12	14-Sep-12
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0.3%	0.2%	0.3%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
1.5%	0.9%	0.7%	0.7%	0.8%	0.5%	0.7%	0.7%	0.8%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%
0.4%	0.5%	0.2%	0.4%	0.4%	0.3%	0.4%	0.3%	0.3%
0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
0.5%	0.3%	0.4%	0.3%	0.3%	0.1%	0.0%	0.1%	0.2%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
99.7%	99.8%	99.7%	99.8%	99.8%	99.9%	99.9%	99.9%	99.9%
98.5%	99.1%	99.3%	99.3%	99.2%	99.5%	99.3%	99.3%	99.2%
99.9%	99.9%	99.9%	99.9%	99.9%	99.9%	100.0%	99.9%	100.0%
99.6%	99.5%	99.8%	99.6%	99.6%	99.7%	99.6%	99.7%	99.7%
99.9%	99.9%	99.8%	99.9%	99.9%	99.9%	99.9%	99.9%	99.9%
99.5%	99.7%	99.6%	99.7%	99.7%	99.9%	100.0%	99.9%	99.8%
99.9%	99.9%	99.9%	99.9%	99.9%	99.9%	99.9%	99.9%	99.9%
99.752%	99.789%	99.785%	99.813%	99.830%	99.897%	99.876%	99.864%	99.876%



21-Sep-12	28-Sep-12	5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12	9-Nov-12	16-Nov-12
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0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
0.5%	1.1%	0.4%	0.7%	0.5%	0.8%	0.5%	0.4%	0.5%
0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
0.4%	0.3%	0.2%	0.4%	0.4%	0.3%	0.2%	0.3%	0.3%
0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

99.9%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%
99.5%	98.9%	99.6%	99.3%	99.5%	99.2%	99.5%	99.6%	99.5%
100.0%	99.9%	99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%
99.6%	99.7%	99.8%	99.6%	99.6%	99.7%	99.8%	99.7%	99.7%
99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
99.9%	99.9%	99.9%	99.8%	99.8%	99.9%	99.9%	99.9%	99.9%
99.9%	100.0%	99.9%	99.9%	100.0%	100.0%	100.0%	99.9%	99.9%
99.901%	99.880%	99.902%	99.896%	99.907%	99.908%	99.928%	99.905%	99.906%



23-Nov-12	30-Nov-12	7-Dec-12	14-Dec-12	21-Dec-12	28-Dec-12	4-Jan-13	11-Jan-13	18-Jan-13
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0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
0.7%	0.3%	0.5%	0.5%	0.3%	0.5%	0.4%	0.6%	0.4%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.3%	0.3%	0.2%	0.2%	0.3%	0.4%	0.4%	0.3%	0.3%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

100.0%	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%
99.3%	99.7%	99.5%	99.5%	99.7%	99.5%	99.6%	99.4%	99.6%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
99.7%	99.7%	99.8%	99.8%	99.7%	99.6%	99.6%	99.7%	99.7%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
100.0%	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%
100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%
99.917%	99.930%	99.927%	99.919%	99.934%	99.921%	99.900%	99.928%	99.929%





25-Jan-13	1-Feb-13	8-Feb-13	15-Feb-13	22-Feb-13	1-Mar-13	8-Mar-13	15-Mar-13	22-Mar-13
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0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
0.5%	0.2%	0.4%	0.3%	0.4%	0.1%	0.2%	0.2%	0.2%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.3%	0.4%	0.3%	0.2%	0.3%	0.3%	0.0%	0.1%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%

100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%
99.5%	99.8%	99.6%	99.7%	99.6%	99.9%	99.8%	99.8%	99.8%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
99.7%	99.6%	99.7%	99.8%	99.7%	99.7%	100.0%	99.9%	100.0%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
100.0%	100.0%	99.9%	99.9%	99.9%	100.0%	99.9%	100.0%	99.9%
99.9%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%
99.921%	99.936%	99.932%	99.941%	99.938%	99.947%	99.970%	99.973%	99.965%



**29-Mar-13 5-Apr-13 12-Apr-13**

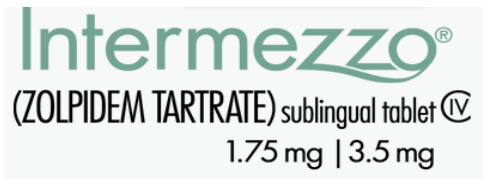
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100.0%	100.0%
99.7%	99.8%
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100.0%	100.0%
100.0%	100.0%
100.0%	99.9%
99.9%	100.0%
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99.965%	99.969%

**Produced Natively**

	Total					% of Budget Achieved vs. True Rx's		% of TRx		Total Rx		Total NRx		Total RRx		True Rx		Trial Card Redemptions		% Chg vs. Prior Period						
	2012 Budget Rx	2013 Budget Rx	Total Rx	True Rx	Trial Card Redemptions	Weekly True Rx Vs Budget	Cumulative % True Rx vs Budget	True Rx	Trial Card Redemptions	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg True	3.5mg True	1.75mg	3.5mg	Total Rx	1.75mg Total Rx	3.5mg Total Rx	True Rx	1.75mg True Rx	3.5mg True Rx	Trial Card Redemptions
6-Apr-12	69		92	88	4	128.0%	128.0%	96%	4%	53	39	53	39	0	0	50	38	3	1	NA	NA	NA	NA	NA	NA	NA
13-Apr-12	104		410	392	18	376.7%	277.8%	96%	4%	227	183	227	183	0	0	218	174	9	9	345.7%	328.3%	369.2%	345.5%	336.0%	357.9%	350.0%
20-Apr-12	183		468	406	62	221.5%	248.8%	87%	13%	256	212	253	212	3	0	225	181	31	31	14.1%	12.8%	15.8%	3.6%	3.2%	4.0%	244.4%
27-Apr-12	322		461	400	61	124.1%	189.5%	87%	13%	254	207	251	205	3	2	226	174	28	33	-1.5%	-0.8%	-2.4%	-1.5%	0.4%	-3.9%	-1.6%
4-May-12	519		551	466	85	89.8%	146.3%	85%	15%	306	245	306	240	0	5	266	200	40	45	19.5%	20.5%	18.4%	16.5%	17.7%	14.9%	39.3%
11-May-12	924		581	482	99	52.2%	105.3%	83%	17%	329	252	320	242	9	10	279	203	50	49	5.4%	7.5%	2.9%	3.4%	4.9%	1.5%	16.5%
18-May-12	1,171		577	474	103	40.5%	82.3%	82%	18%	303	274	290	249	13	25	249	225	54	49	-0.7%	-7.9%	8.7%	-1.7%	-10.8%	10.8%	4.0%
25-May-12	1,334		644	539	105	40.4%	70.2%	84%	16%	330	314	309	296	21	18	281	258	49	56	11.6%	8.9%	14.6%	13.7%	12.9%	14.7%	1.9%
1-Jun-12	1,423		561	494	67	34.7%	61.8%	88%	12%	295	266	270	245	25	21	256	238	39	28	-12.9%	-10.6%	-15.3%	-8.3%	-8.9%	-7.8%	-36.2%
8-Jun-12	2,153		801	678	123	31.5%	53.9%	85%	15%	409	392	365	346	44	46	339	339	70	53	42.8%	38.6%	47.4%	37.2%	32.4%	42.4%	83.6%
15-Jun-12	2,246		760	657	103	29.2%	48.6%	86%	14%	393	367	362	325	31	42	333	324	60	43	-5.1%	-3.9%	-6.4%	-3.1%	-1.8%	-4.4%	-16.3%
22-Jun-12	2,406		840	720	120	29.9%	45.1%	86%	14%	462	378	426	332	36	46	405	315	57	63	10.5%	17.6%	3.0%	9.6%	21.6%	-2.8%	16.5%
29-Jun-12	2,683		842	728	114	27.1%	42.0%	86%	14%	443	399	395	346	48	53	372	356	71	43	0.2%	-4.1%	5.6%	1.1%	-8.1%	13.0%	-5.0%
6-Jul-12	2,488		715	646	69	26.0%	39.8%	90%	10%	367	348	325	281	42	67	333	313	34	35	-15.1%	-17.2%	-12.8%	-11.3%	-10.5%	-12.1%	-39.5%
13-Jul-12	3,222		904	808	96	25.1%	37.5%	89%	11%	417	487	343	405	74	82	368	440	49	47	26.4%	13.6%	39.9%	25.1%	10.5%	40.6%	39.1%
20-Jul-12	3,606		894	789	105	21.9%	35.3%	88%	12%	451	443	387	358	64	85	403	386	48	57	-1.1%	8.2%	-9.0%	-2.4%	9.5%	-12.3%	9.4%
27-Jul-12	3,926		939	818	121	20.8%	33.3%	87%	13%	458	481	403	398	55	83	391	427	67	54	5.0%	1.6%	8.6%	3.7%	-3.0%	10.6%	15.2%
3-Aug-12	4,452		907	785	122	17.6%	31.2%	87%	13%	461	446	392	367	69	79	393	392	68	54	-3.4%	0.7%	-7.3%	-4.0%	0.5%	-8.2%	0.8%
10-Aug-12	4,679		1,063	954	109	20.4%	29.9%	90%	10%	510	553	458	446	52	107	458	496	52	57	17.2%	10.6%	24.0%	21.5%	16.5%	26.5%	-10.7%
17-Aug-12	4,809		1,094	977	117	20.3%	28.8%	89%	11%	545	549	471	427	74	122	479	498	66	51	2.9%	6.9%	-0.7%	2.4%	4.6%	0.4%	7.3%
24-Aug-12	5,086		1,102	967	135	19.0%	27.8%	88%	12%	547	555	459	444	88	111	466	501	81	54	0.7%	0.4%	1.1%	-1.0%	-2.7%	0.6%	15.4%
31-Aug-12	5,166		1,093	975	118	18.9%	26.9%	89%	11%	539	554	433	426	106	128	479	496	60	58	-0.8%	-1.5%	-0.2%	0.8%	2.8%	-1.0%	-12.6%
7-Sep-12	4,357		974	873	101	20.0%	26.4%	90%	10%	465	509	372	382	93	127	412	461	53	48	-10.9%	-13.7%	-8.1%	-10.5%	-14.0%	-7.1%	-14.4%
14-Sep-12	5,453		1,194	1,078	116	19.8%	25.8%	90%	10%	590	604	489	468	101	136	539	539	51	65	22.6%	26.9%	18.7%	23.5%	30.8%	16.9%	14.9%



[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

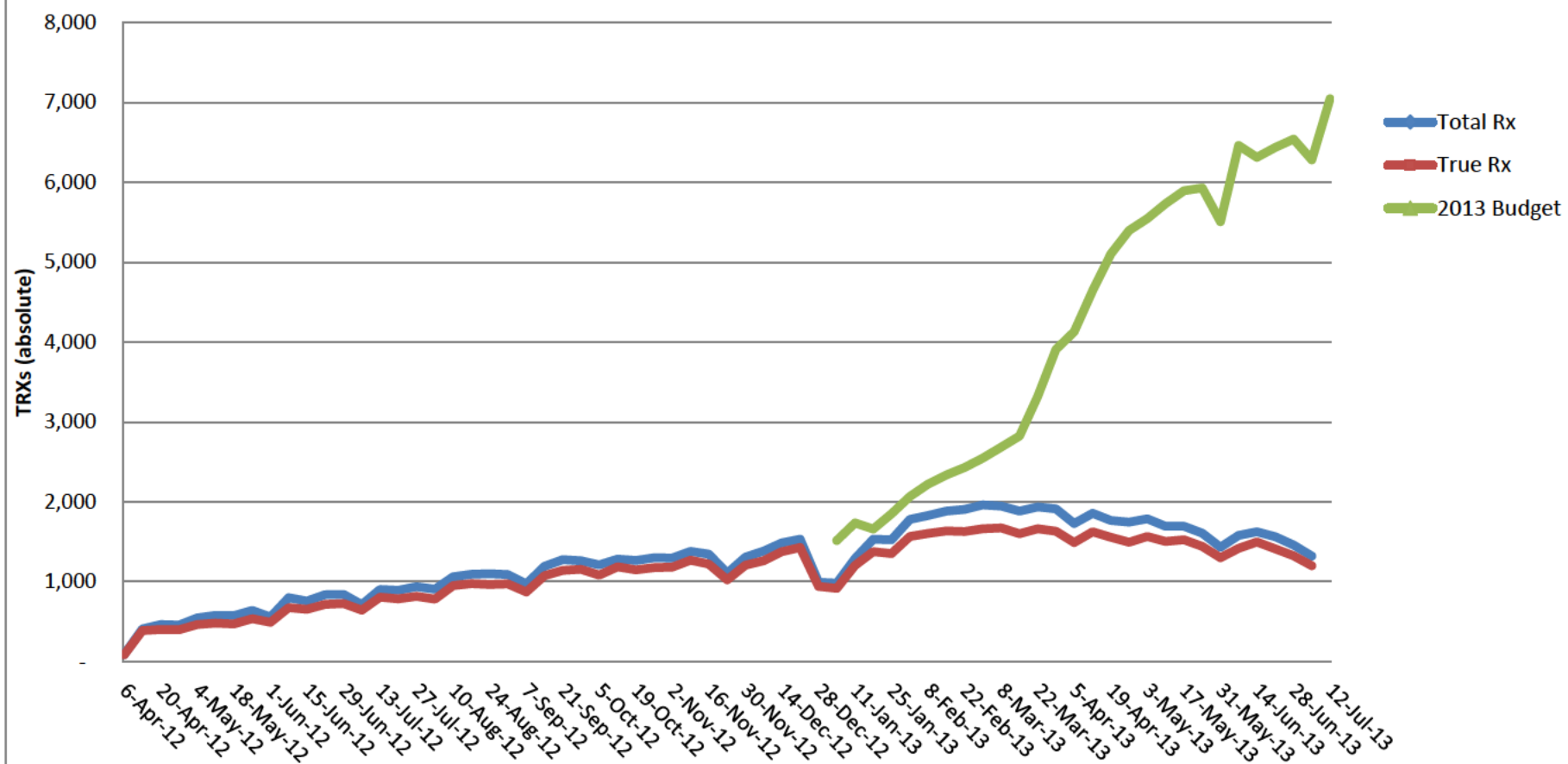
Week #	Week Ending	Intermezzo New, Refill and Total Prescriptions by Strength								
		Total			1.75mg			3.5mg		
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	92	0	92	53	0	53	39	0	39
Week 2	13-Apr-12	410	0	410	227	0	227	183	0	183
Week 3	20-Apr-12	465	3	468	253	3	256	212	0	212
Week 4	27-Apr-12	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
Week 57	3-May-13	1,252	538	1,790	640	223	863	612	315	927
Week 58	10-May-13	1,183	511	1,694	554	210	764	629	301	930
Week 59	17-May-13	1,177	518	1,695	571	202	773	606	316	922
Week 60	24-May-13	1,114	495	1,609	538	187	725	576	308	884
Week 61	31-May-13	927	506	1,433	480	175	655	447	331	778
Week 62	7-Jun-13	1,097	486	1,583	503	191	694	594	295	889
Week 63	14-Jun-13	1,066	561	1,627	529	214	743	537	347	884
Week 64	21-Jun-13	1,046	517	1,563	499	204	703	547	313	860
Week 65	28-Jun-13	966	495	1,461	492	180	672	474	315	789
Week 66	5-Jul-13	853	469	1,322	408	186	594	445	283	728
TOTAL	2013	32,895	12,374	45,269	16,490	4,793	21,283	16,405	7,581	23,986
YTD	2013	32,895	12,374	45,269	16,490	4,793	21,283	16,405	7,581	23,986

\*Includes pre-launch prescriptions

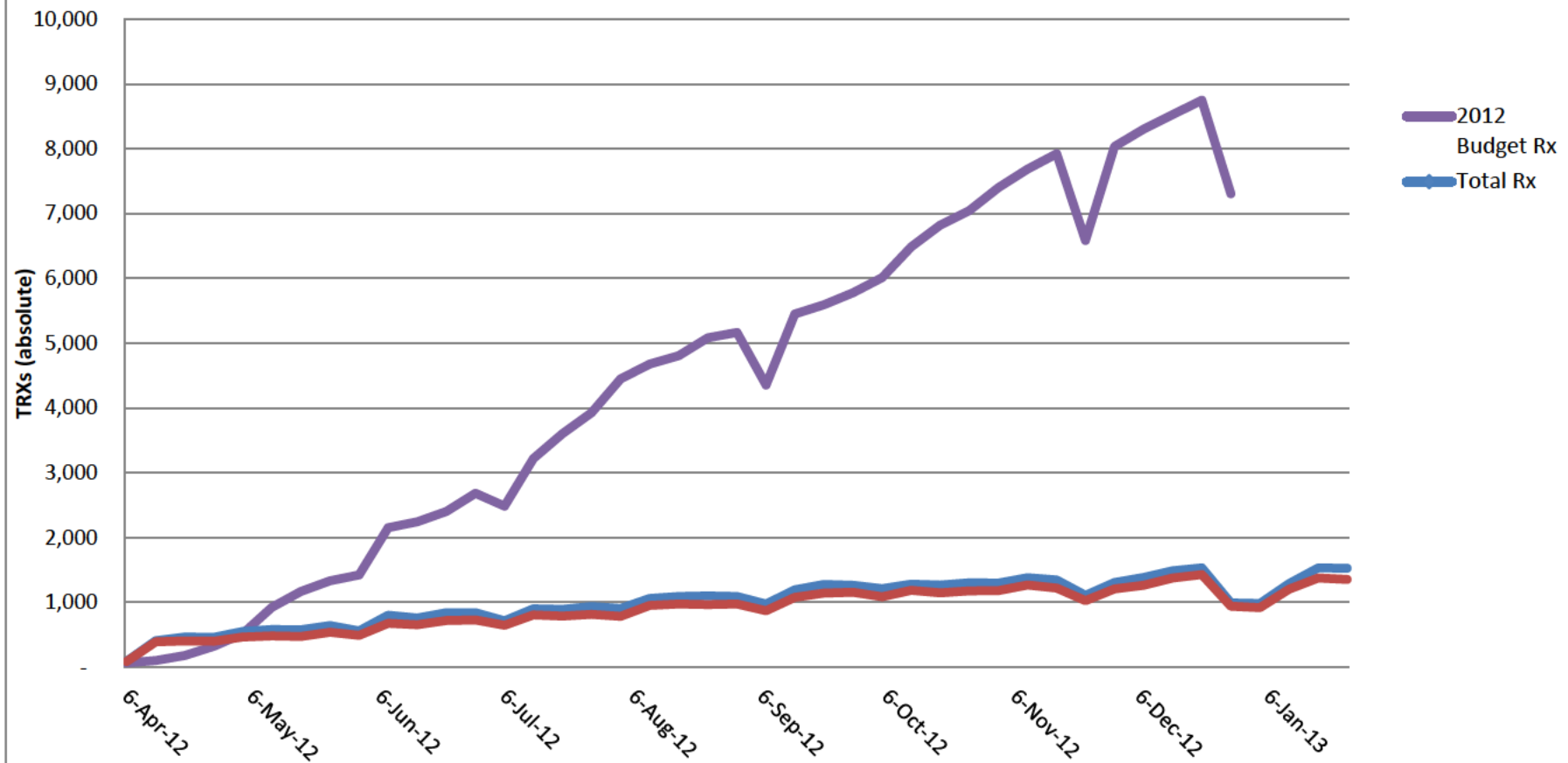
Data includes retail pharmacy, mail order and LTC channels

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%	52.5%	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%	51.1%	41.4%	48.2%	48.9%	58.6%	51.8%			
100.0%	100.0%	100.0%	46.8%	41.1%	45.1%	53.2%	58.9%	54.9%			
100.0%	100.0%	100.0%	48.5%	39.0%	45.6%	51.5%	61.0%	54.4%			
100.0%	100.0%	100.0%	48.3%	37.8%	45.1%	51.7%	62.2%	54.9%			
100.0%	100.0%	100.0%	51.8%	34.6%	45.7%	48.2%	65.4%	54.3%			
100.0%	100.0%	100.0%	45.9%	39.3%	43.8%	54.1%	60.7%	56.2%			
100.0%	100.0%	100.0%	49.6%	38.1%	45.7%	50.4%	61.9%	54.3%			
100.0%	100.0%	100.0%	47.7%	39.5%	45.0%	52.3%	60.5%	55.0%			
100.0%	100.0%	100.0%	50.9%	36.4%	46.0%	49.1%	63.6%	54.0%			
100.0%	100.0%	100.0%	47.8%	39.7%	44.9%	52.2%	60.3%	55.1%			
100.0%	100.0%	100.0%	50.1%	38.7%	47.0%	49.9%	61.3%	53.0%			
100.0%	100.0%	100.0%	50.1%	38.7%	47.0%	49.9%	61.3%	53.0%			

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



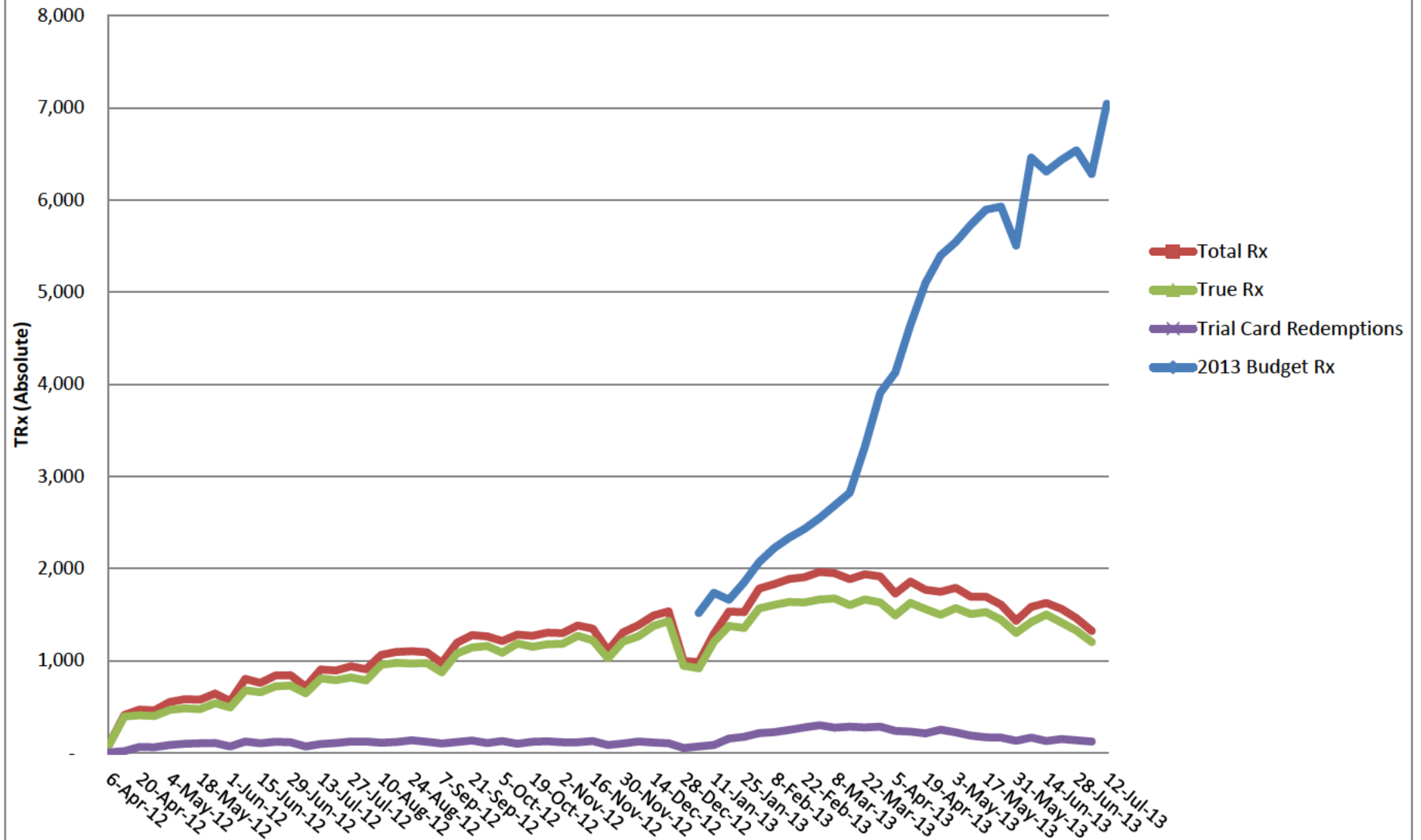
## Intermezzo True Rx's (Source: IMS NPA/McKesson) 2012



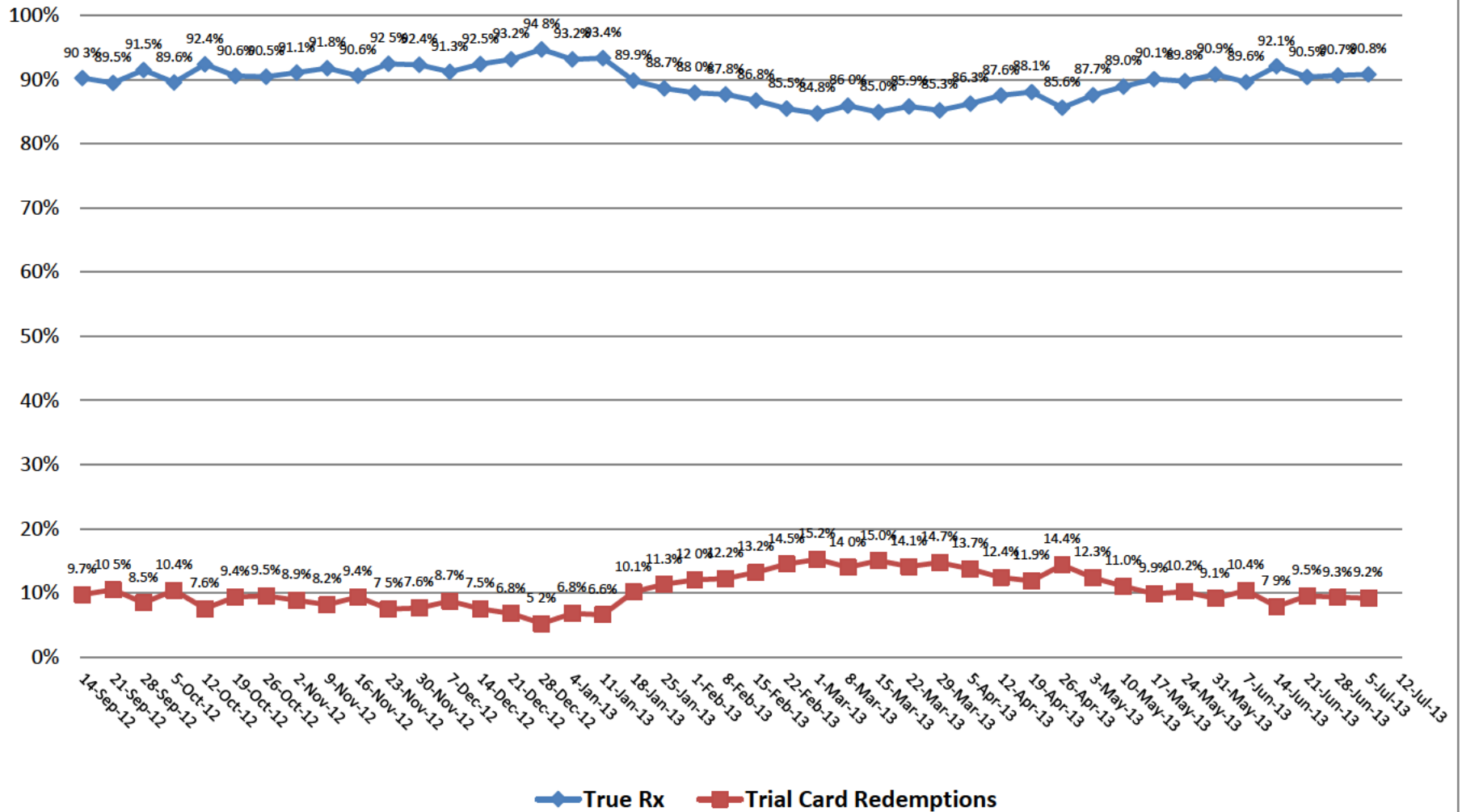
2012  
Budget Rx  
Total Rx



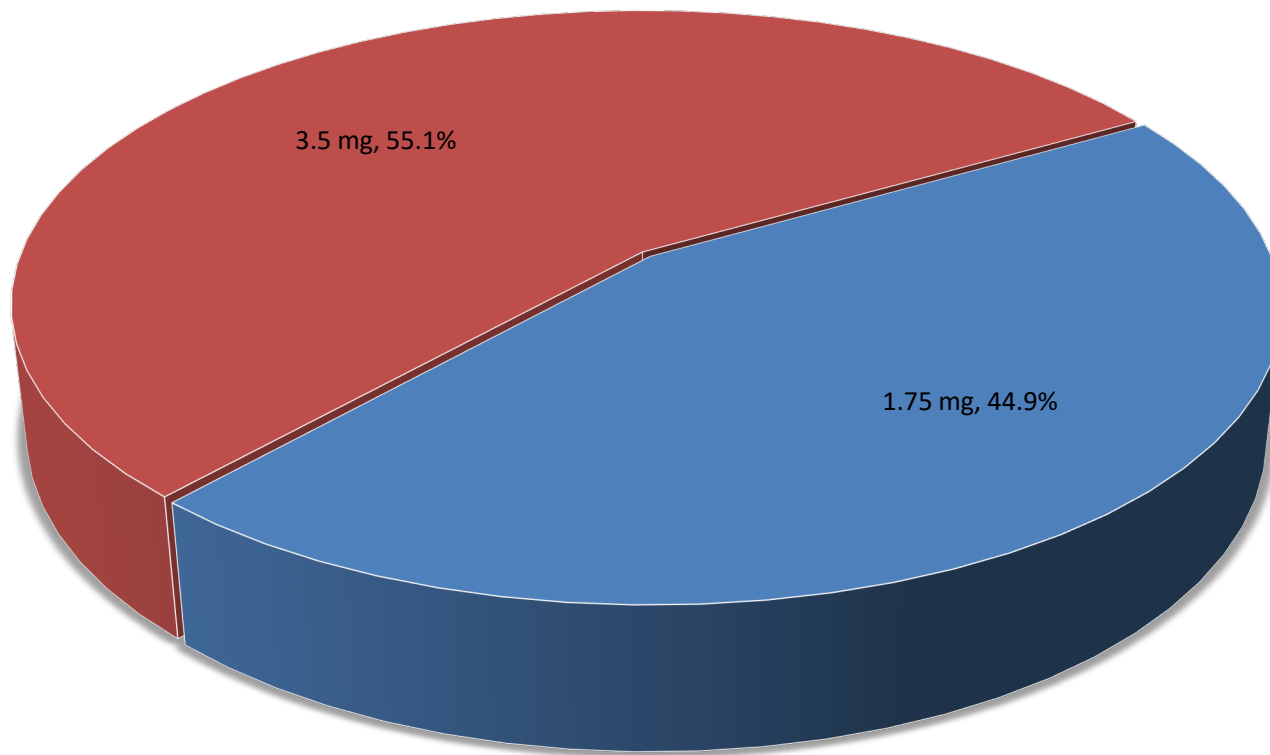
**Total TRx, True Rx and Trial Card Redemptions (Source: IMS NPA/McKesson)**



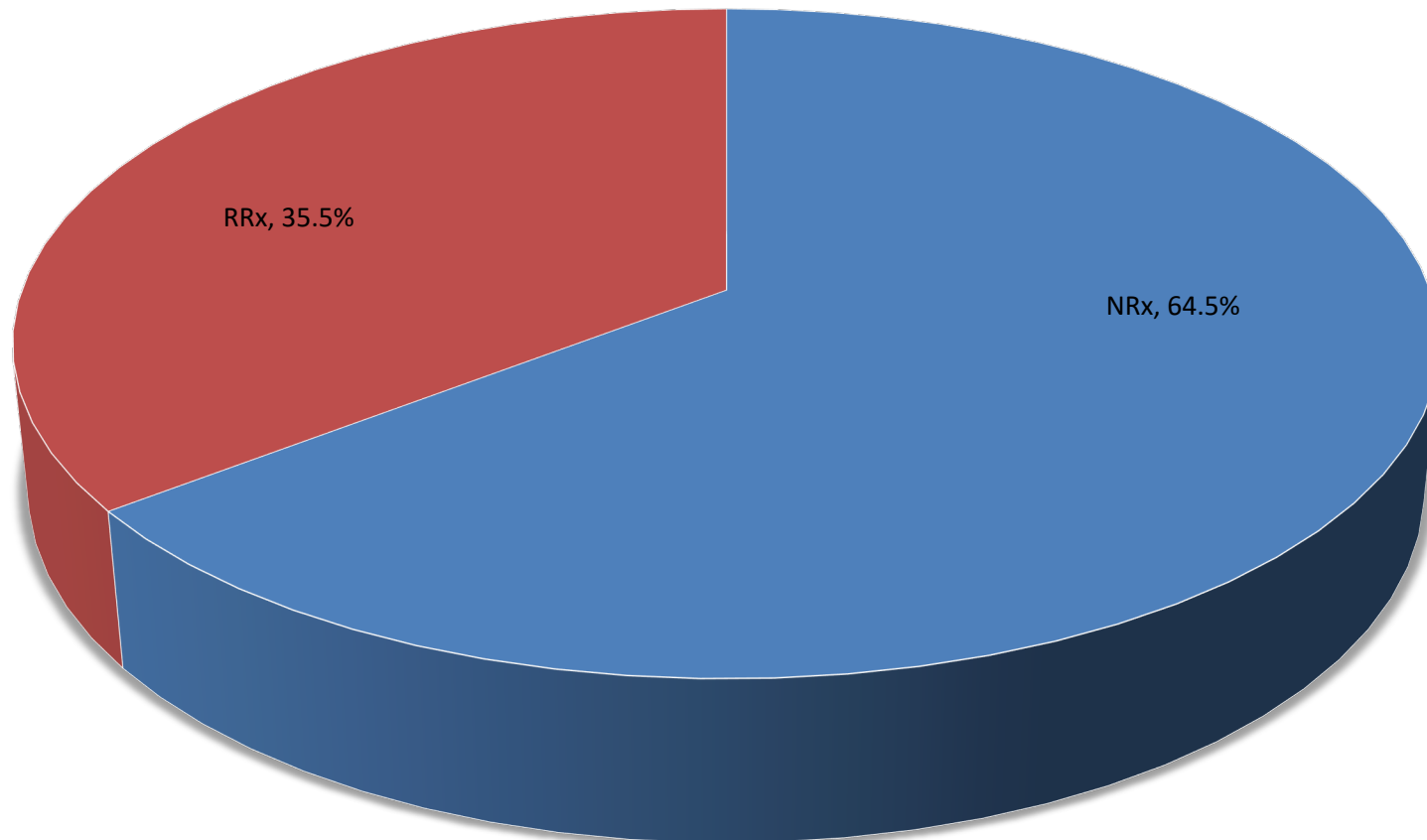
## True Rx vs. Trial Card Redemptions (Source: IMS NPA/McKesson)



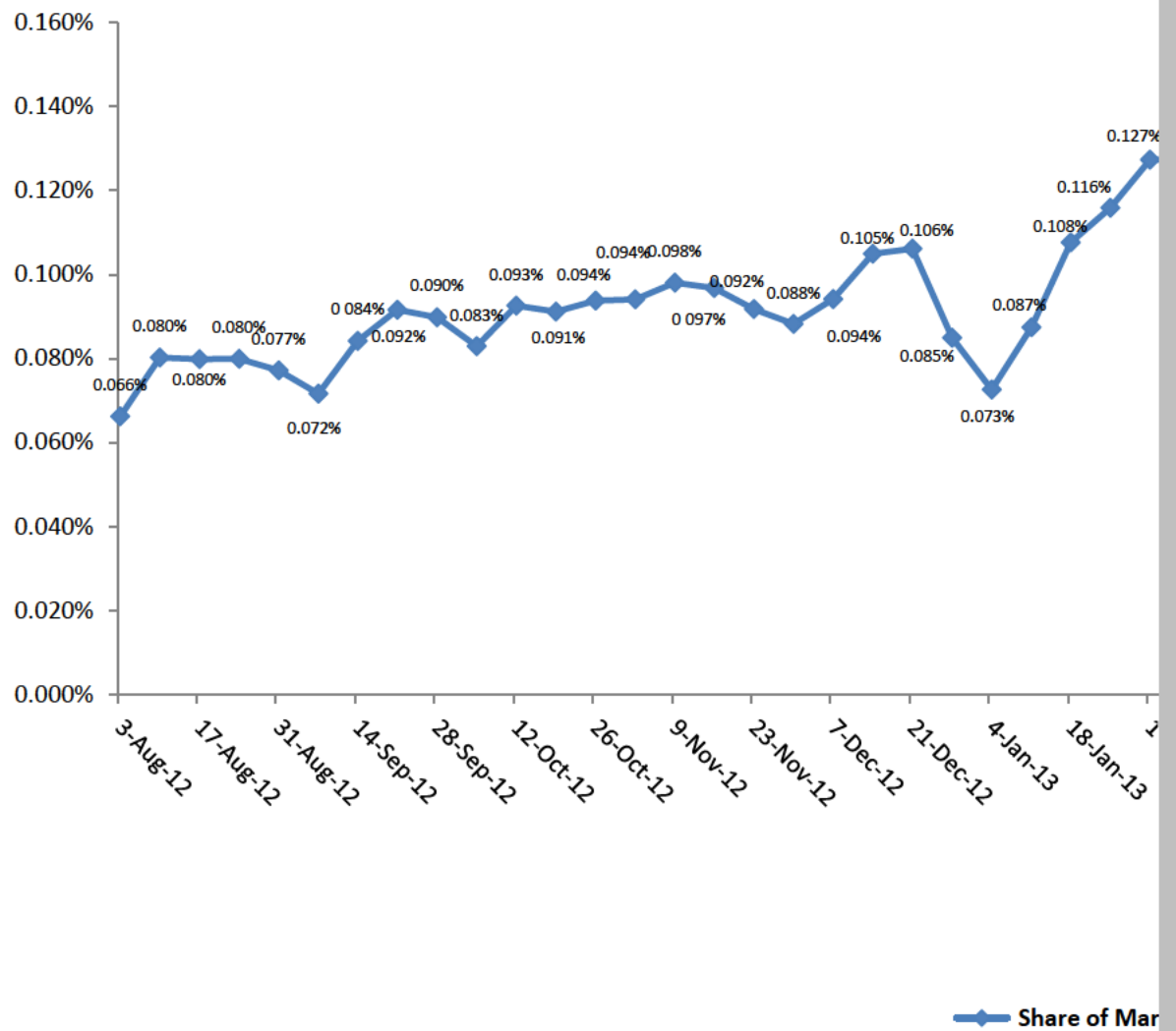
**Intermezzo Total Rxs by Dosage Strength  
Week ending July 5, 2013  
(Source: IMS NPA)**



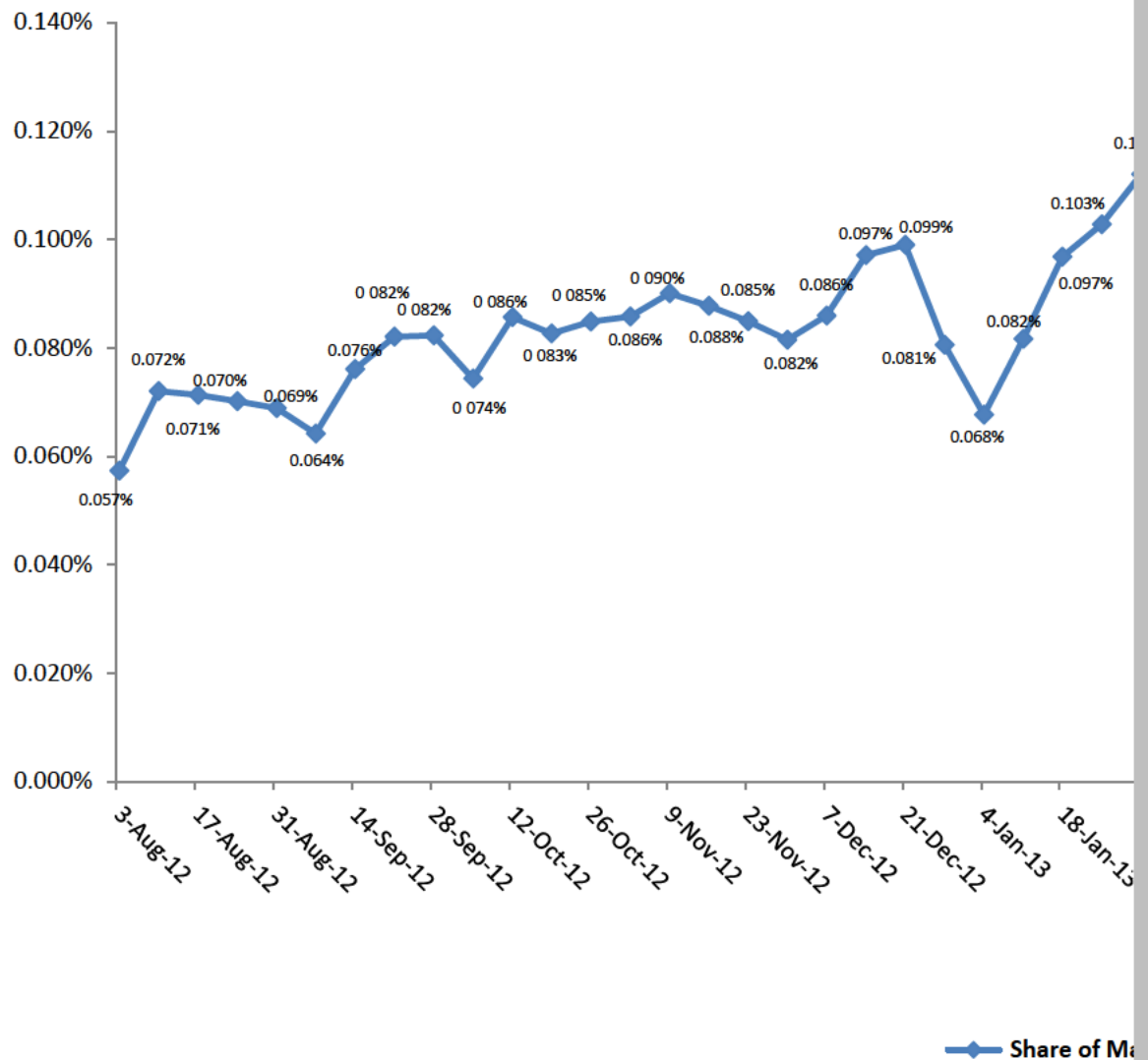
**Intermezzo Total NRx vs. Total RRx  
Week ending July 7, 2013  
(Source: IMS NPA)**



## 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
<b>Total Market TRx</b>	1,370,896	1,384,239	1,432,279	1,369,297
Intermezzo Total	-	0	92	410
Intermezzo True			88	392
<b>Share of Market (Total TRx)</b>			<b>0.006%</b>	<b>0.030%</b>
<b>Share of Market (True TRx)</b>			<b>0.006%</b>	<b>0.029%</b>

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
<b>0.034%</b>	<b>0.033%</b>	<b>0.038%</b>	<b>0.042%</b>	<b>0.042%</b>	<b>0.047%</b>
<b>0.030%</b>	<b>0.029%</b>	<b>0.032%</b>	<b>0.035%</b>	<b>0.035%</b>	<b>0.039%</b>



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
<b>0.043%</b>	<b>0.057%</b>	<b>0.056%</b>	<b>0.062%</b>	<b>0.061%</b>	<b>0.054%</b>	<b>0.064%</b>
<b>0.038%</b>	<b>0.048%</b>	<b>0.048%</b>	<b>0.053%</b>	<b>0.053%</b>	<b>0.049%</b>	<b>0.058%</b>

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
<b>0.065%</b>	<b>0.071%</b>	<b>0.066%</b>	<b>0.080%</b>	<b>0.080%</b>	<b>0.080%</b>
<b>0.058%</b>	<b>0.062%</b>	<b>0.057%</b>	<b>0.072%</b>	<b>0.071%</b>	<b>0.070%</b>

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
<b>0.077%</b>	<b>0.072%</b>	<b>0.084%</b>	<b>0.092%</b>	<b>0.090%</b>
<b>0.069%</b>	<b>0.064%</b>	<b>0.076%</b>	<b>0.082%</b>	<b>0.082%</b>

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
<b>0.083%</b>	<b>0.093%</b>	<b>0.091%</b>	<b>0.094%</b>	<b>0.094%</b>
<b>0.074%</b>	<b>0.086%</b>	<b>0.083%</b>	<b>0.085%</b>	<b>0.086%</b>

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
<b>0.098%</b>	<b>0.097%</b>	<b>0.092%</b>	<b>0.088%</b>	<b>0.094%</b>
<b>0.090%</b>	<b>0.088%</b>	<b>0.085%</b>	<b>0.082%</b>	<b>0.086%</b>

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
<b>0.105%</b>	<b>0.106%</b>	<b>0.085%</b>	<b>0.073%</b>	<b>0.087%</b>
<b>0.097%</b>	<b>0.099%</b>	<b>0.081%</b>	<b>0.068%</b>	<b>0.082%</b>

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
<b>0.108%</b>	<b>0.116%</b>	<b>0.127%</b>	<b>0.128%</b>	<b>0.137%</b>
<b>0.097%</b>	<b>0.103%</b>	<b>0.112%</b>	<b>0.112%</b>	<b>0.119%</b>

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
<b>0.143%</b>	<b>0.136%</b>	<b>0.134%</b>	<b>0.136%</b>	<b>0.141%</b>
<b>0.122%</b>	<b>0.116%</b>	<b>0.115%</b>	<b>0.115%</b>	<b>0.121%</b>



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
<b>0.143%</b>	<b>0.123%</b>	<b>0.136%</b>	<b>0.132%</b>	<b>0.130%</b>
<b>0.122%</b>	<b>0.106%</b>	<b>0.119%</b>	<b>0.116%</b>	<b>0.111%</b>

3-May-13	10-May-13	17-May-13	24-May-13	31-May-13
1,420,123	1,369,002	1,338,281	1,353,362	1,263,602
1,790	1,694	1,695	1,609	1,433
1,569	1,507	1,528	1,445	1,302
<b>0.126%</b>	<b>0.124%</b>	<b>0.127%</b>	<b>0.119%</b>	<b>0.113%</b>
<b>0.110%</b>	<b>0.110%</b>	<b>0.114%</b>	<b>0.107%</b>	<b>0.103%</b>

7-Jun-13	14-Jun-13	21-Jun-13	28-Jun-13	5-Jul-13
1,416,696	1,345,466	1,329,143	1,324,936	1,295,506
1,583	1,627	1,563	1,461	1,322
1,419	1,499	1,414	1,325	1,201
<b>0.112%</b>	<b>0.121%</b>	<b>0.118%</b>	<b>0.110%</b>	<b>0.102%</b>
<b>0.100%</b>	<b>0.111%</b>	<b>0.106%</b>	<b>0.100%</b>	<b>0.093%</b>

12-Jul-13

1/1 Week Growth

-2.2%

-9.5%

-9.4%



Intermezzo Total Rxs for the week ending			
Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	408	186	594
3.5mg	445	283	728
Total	853	469	1,322

Distribution of Total New versus Refill Rxs for Intermezzo			
Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	68.7%	31.3%	100.0%
3.5mg	61.1%	38.9%	100.0%
Total	64.5%	35.5%	100.0%

Distribution of Intermezzo Total Rxs by Strength			
Strength	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
1.75mg	47.8%	39.7%	44.9%
3.5mg	52.2%	60.3%	55.1%
Total	100.0%	100.0%	100.0%

ng July 5, 2013	
<u>Trial Card Redemptions</u>	<u>"True" Rx</u>
61	533
60	668
121	1,201



Data includes retail pharmacy, mail order and LTC channels

	Total			% of Budget Achieved vs. True Rx's		True Rx
	2013 Budget Rx	True Rx		Weekly True Rx Vs Budget	Cumulative % True Rx vs Budget	
6-Apr-12						0%
13-Apr-12						0%
20-Apr-12						0%
27-Apr-12						0%
4-May-12						0%
11-May-12						0%
18-May-12						0%
25-May-12						0%
1-Jun-12						0%
8-Jun-12						0%
15-Jun-12						0%
22-Jun-12						0%
29-Jun-12						0%
6-Jul-12						0%
13-Jul-12						0%
20-Jul-12						0%
27-Jul-12						0%
3-Aug-12						0%
10-Aug-12						0%
17-Aug-12						0%
24-Aug-12						0%
31-Aug-12						0%
7-Sep-12						0%
14-Sep-12						0%
21-Sep-12						0%
28-Sep-12						0%
5-Oct-12						0%
12-Oct-12						0%
19-Oct-12						0%
26-Oct-12						0%
2-Nov-12						0%
9-Nov-12						0%
16-Nov-12						0%
23-Nov-12						0%



30-Nov-12						0%
7-Dec-12						0%
14-Dec-12						0%
21-Dec-12						0%
28-Dec-12						0%
4-Jan-13	918	918		100.0%	100.0%	93%
11-Jan-13	1,205	1,205		100.0%	100.0%	93%
18-Jan-13	1,377	1,377		100.0%	100.0%	90%
25-Jan-13	1,354	1,354		100.0%	100.0%	89%
1-Feb-13	1,568	1,568		100.0%	100.0%	88%
8-Feb-13	1,606	1,606		100.0%	100.0%	88%
15-Feb-13	1,638	1,638		100.0%	100.0%	87%
22-Feb-13	1,631	1,631		100.0%	100.0%	86%
1-Mar-13	1,664	1,664		100.0%	100.0%	85%
8-Mar-13	1,675	1,675		100.0%	100.0%	86%
15-Mar-13	1,602	1,602		100.0%	100.0%	85%
22-Mar-13	1,665	1,665		100.0%	100.0%	86%
29-Mar-13	1,632	1,632		100.0%	100.0%	85%
5-Apr-13	1,492	1,492		100.0%	100.0%	86%
12-Apr-13	1,627	1,627		100.0%	100.0%	88%
19-Apr-13	1,559	1,559		100.0%	100.0%	88%
26-Apr-13	1,497	1,497		100.0%	100.0%	86%
3-May-13	1,569	1,569		100.0%	100.0%	88%
10-May-13	1,507	1,507		100.0%	100.0%	89%
17-May-13	1,528	1,528		100.0%	100.0%	90%
24-May-13	1,445	1,445		100.0%	100.0%	90%
31-May-13	1,302	1,302		100.0%	100.0%	91%
7-Jun-13	1,500	1,419		94.6%	99.8%	90%
14-Jun-13	1,433	1,499		104.6%	100.0%	92%
21-Jun-13	1,422	1,414		99.5%	99.9%	90%
28-Jun-13	1,410	1,325		94.0%	99.7%	91%
5-Jul-13	1,399	1,201		85.9%	99.2%	91%
12-Jul-13	1,387					
19-Jul-13	1,376					
26-Jul-13	1,365					
2-Aug-13	1,354					
9-Aug-13	1,343					
16-Aug-13	1,332					
23-Aug-13	1,321					
30-Aug-13	1,310					
6-Sep-13	1,299					
13-Sep-13	1,289					
20-Sep-13	1,278					
27-Sep-13	1,268					
4-Oct-13	1,258					
11-Oct-13	1,247					
18-Oct-13	1,237					

25-Oct-13	1,227					
1-Nov-13	1,217					
8-Nov-13	1,207					
15-Nov-13	1,198					
22-Nov-13	1,188					
29-Nov-13	1,178					
6-Dec-13	1,169					
13-Dec-13	1,159					
20-Dec-13	1,150					
27-Dec-13	1,140					

[illegible]



[illegible]

**Produced Natively**



[NRx, RRx and TRx by Strength](#)  
[Distribution of Rx by Strength](#)  
[Distribution of NRx, RRx and TRx by Strength](#)  
[Weekly Growth in Butrans TRxs](#)

		Butrans New, Refill and Total Prescriptions by Strength													
		Total			5 mcg/hour			10 mcg/hour			20 mcg/hour			Total	
<u>Week #</u>	<u>Week Ending</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 92	26-Oct-12	7,624	2,162	9,786	1,944	459	2,403	3,410	975	4,385	2,270	728	2,998	77.9%	22.1%
Week 93	2-Nov-12	7,366	2,171	9,537	1,880	434	2,314	3,319	994	4,313	2,167	743	2,910	77.2%	22.8%
Week 94	9-Nov-12	7,840	2,311	10,151	1,983	485	2,468	3,443	1,013	4,456	2,414	813	3,227	77.2%	22.8%



		Distribution of Butrans Prescriptions by Strength									Distribution of Butrans Ne					
			5 mcg/hour			10 mcg/hour			20 mcg/hour			Total			5 mcg/hour	
<u>Week #</u>	<u>Week Ending</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 92	26-Oct-12	100.0%	19.9%	4.7%	24.6%	34.8%	10.0%	44.8%	23.2%	7.4%	30.6%	77.9%	22.1%	100.0%	80.9%	19.1%
Week 93	2-Nov-12	100.0%	19.7%	4.6%	24.3%	34.8%	10.4%	45.2%	22.7%	7.8%	30.5%	77.2%	22.8%	100.0%	81.2%	18.8%
Week 94	9-Nov-12	100.0%	19.5%	4.8%	24.3%	33.9%	10.0%	43.9%	23.8%	8.0%	31.8%	77.2%	22.8%	100.0%	80.3%	19.7%





		w, Refill and Total Prescriptions by Strength							Weekly Growth in Butrans New, Refill and Total Presc							
Week #	Week Ending		10 mcg/hour			20 mcg/hour			Total			5 mcg/hour			10 mcg/hour	
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 92	26-Oct-12	100.0%	77.8%	22.2%	100.0%	75.7%	24.3%	100.0%	0.9%	1.9%	1.1%	-2.8%	9.5%	-0.7%	2.8%	5.1%
Week 93	2-Nov-12	100.0%	77.0%	23.0%	100.0%	74.5%	25.5%	100.0%	-3.4%	0.4%	-2.5%	-3.3%	-5.4%	-3.7%	-2.7%	1.9%
Week 94	9-Nov-12	100.0%	77.3%	22.7%	100.0%	74.8%	25.2%	100.0%	6.4%	6.4%	6.4%	5.5%	11.8%	6.7%	3.7%	1.9%



**Prescriptions by Strength**

<u>Week #</u>	<u>Week Ending</u>	<b>20 mcg/hour</b>			
		<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 92	26-Oct-12	3.3%	1.4%	-5.9%	-0.5%
Week 93	2-Nov-12	-1.6%	-4.5%	2.1%	-2.9%
Week 94	9-Nov-12	3.3%	11.4%	9.4%	10.9%



[Butrans 10mcg Equivalents](#)  
[Distribution of 10mcg Equivalents](#)  
[Weekly Growth in 10mcg Equivalents](#)

		Butrans 10mcg Equivalents				Trend Line Sept 1	Trend Line Jan 20	Distrib
		Total TRx	5 mcg/hour TRx	10 mcg/hour TRx	20 mcg/hour TRx	Total TRx	Total TRx	
Week #	Week Ending							
Week 92	26-Oct-12	11,583	1,202	4,385	5,996		11,583	100.0%
Week 93	2-Nov-12	11,290	1,157	4,313	5,820		11,290	100.0%
Week 94	9-Nov-12	12,144	1,234	4,456	6,454		12,144	100.0%



		Distribution of Butrans 10mcg Equivalents		
<u>Week #</u>	<u>Week Ending</u>	<b>5 mcg/hour</b> <u>TRx</u>	<b>10 mcg/hour</b> <u>TRx</u>	<b>20 mcg/hour</b> <u>TRx</u>
Week 92	26-Oct-12	10.4%	37.9%	51.8%
Week 93	2-Nov-12	10.2%	38.2%	51.6%
Week 94	9-Nov-12	10.2%	36.7%	53.1%

Weekly Growth - Butrans 10mcg Equivalents			
<b>Total</b> <u>TRx</u>	<b>5mcg</b> <u>TRx</u>	<b>10mcg</b> <u>TRx</u>	<b>20mcg</b> <u>TRx</u>
0.9%	-0.7%	3.3%	-0.5%
-2.5%	-3.7%	-1.6%	-2.9%
7.6%	6.7%	3.3%	10.9%



[TRxs by Channel](#)

[Distribution of Rx's by Channel](#)

[Weekly Growth in Butrans TRxs by Channel](#)

Week #

Week Ending

Week 92

26-Oct-12

Week 93

2-Nov-12

Butrans TRxs (absolute) by Channel			
Total	Retail	LTC	Mail
9,786	9,253	405	128
9,537	9,001	380	156

Distribution of Butrans TRxs by Channel			
Total	Retail	LTC	Mail
100.0%	94.6%	4.1%	1.3%
100.0%	94.4%	4.0%	1.6%

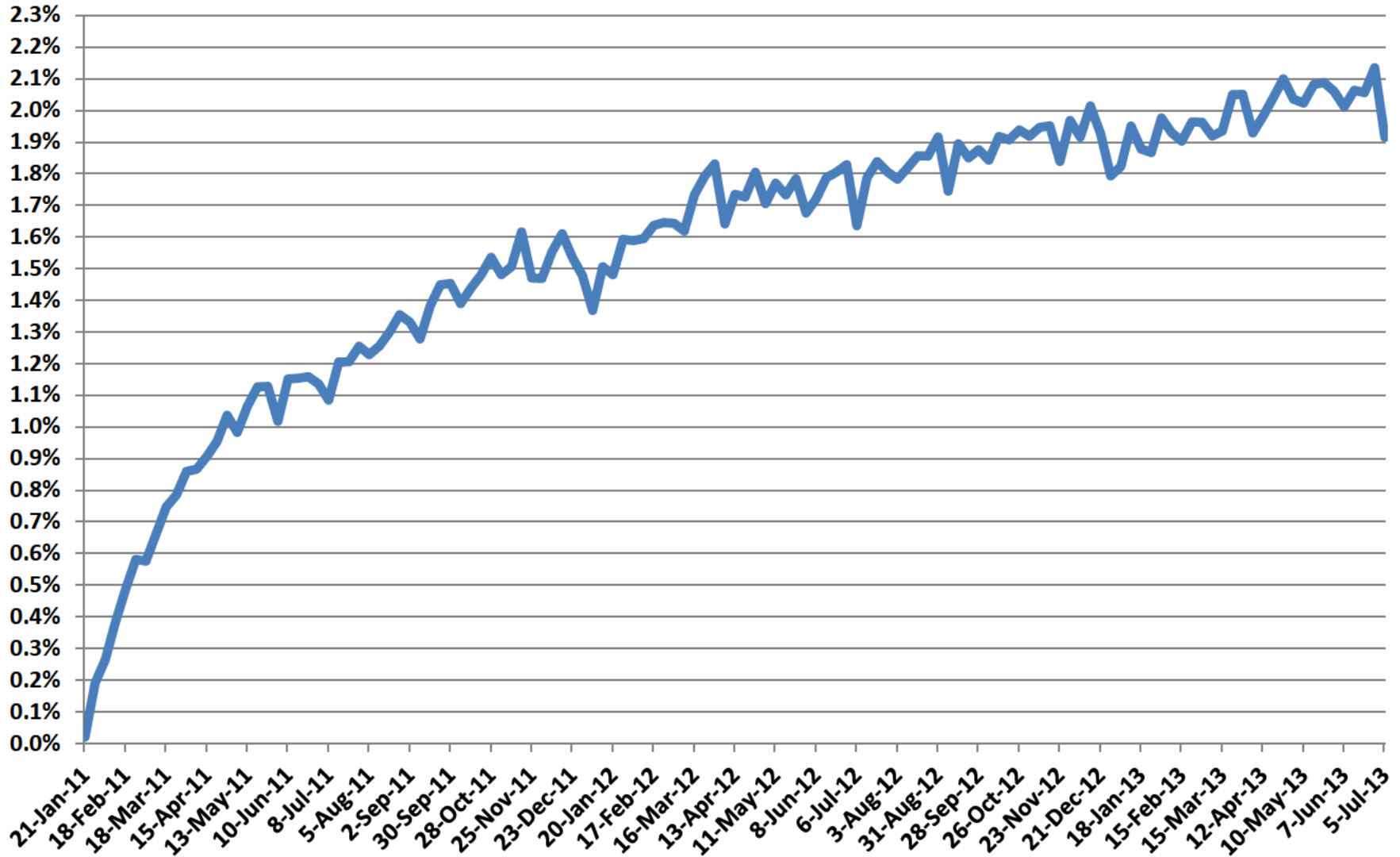


		Growth in Butrans TRXs by Channel			
<u>Week #</u>	<u>Week Ending</u>	Total	Retail	LTC	Mail
Week 92	26-Oct-12	1.1%	1.1%	1.5%	-1.5%
Week 93	2-Nov-12	-2.5%	-2.7%	-6.2%	21.9%

## Butrans Weekly Extended Release Opioid Rx Share

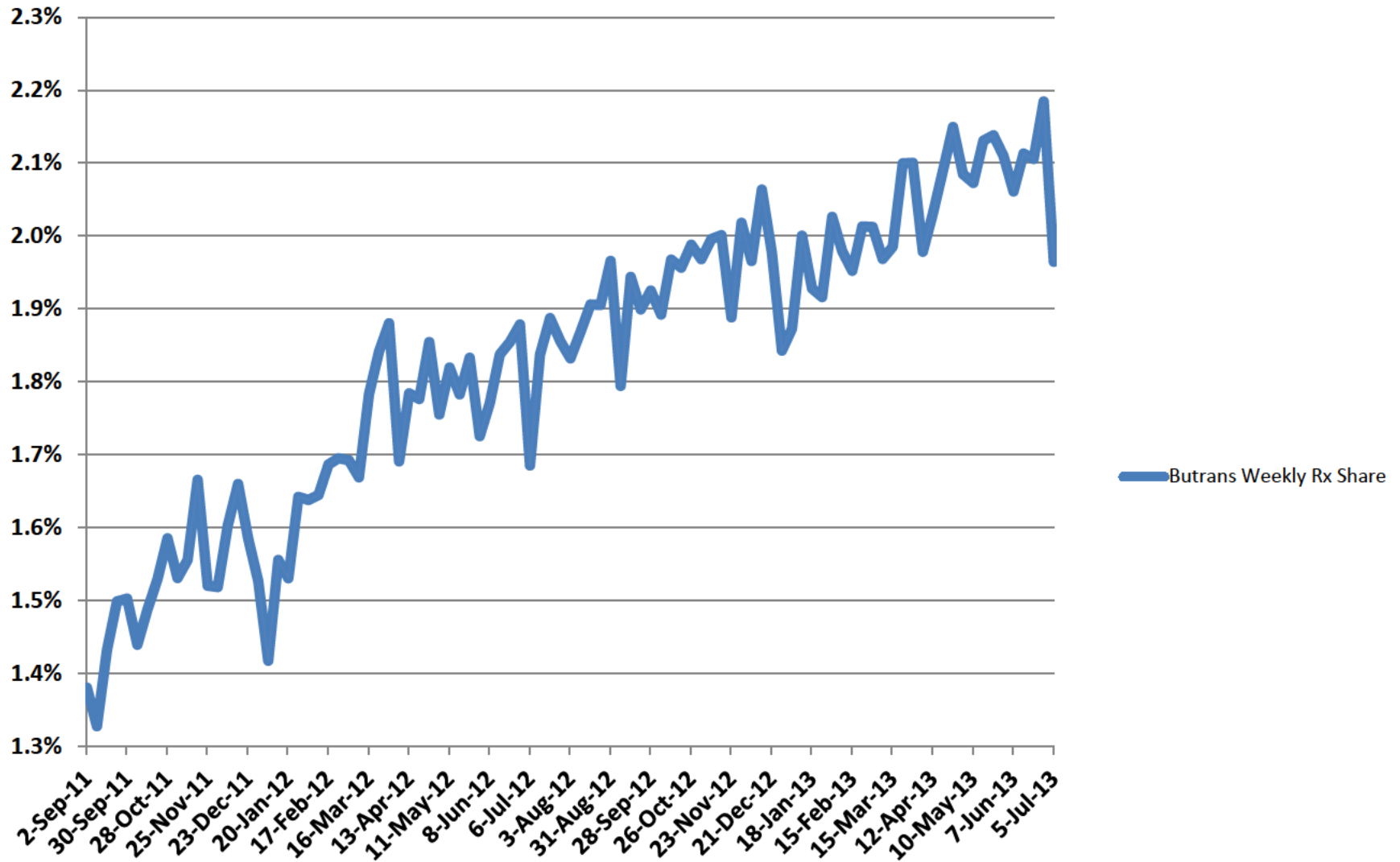
(Source: IMS National Prescription Audit; includes both brand and generic opioids)

Weekly TRx Share



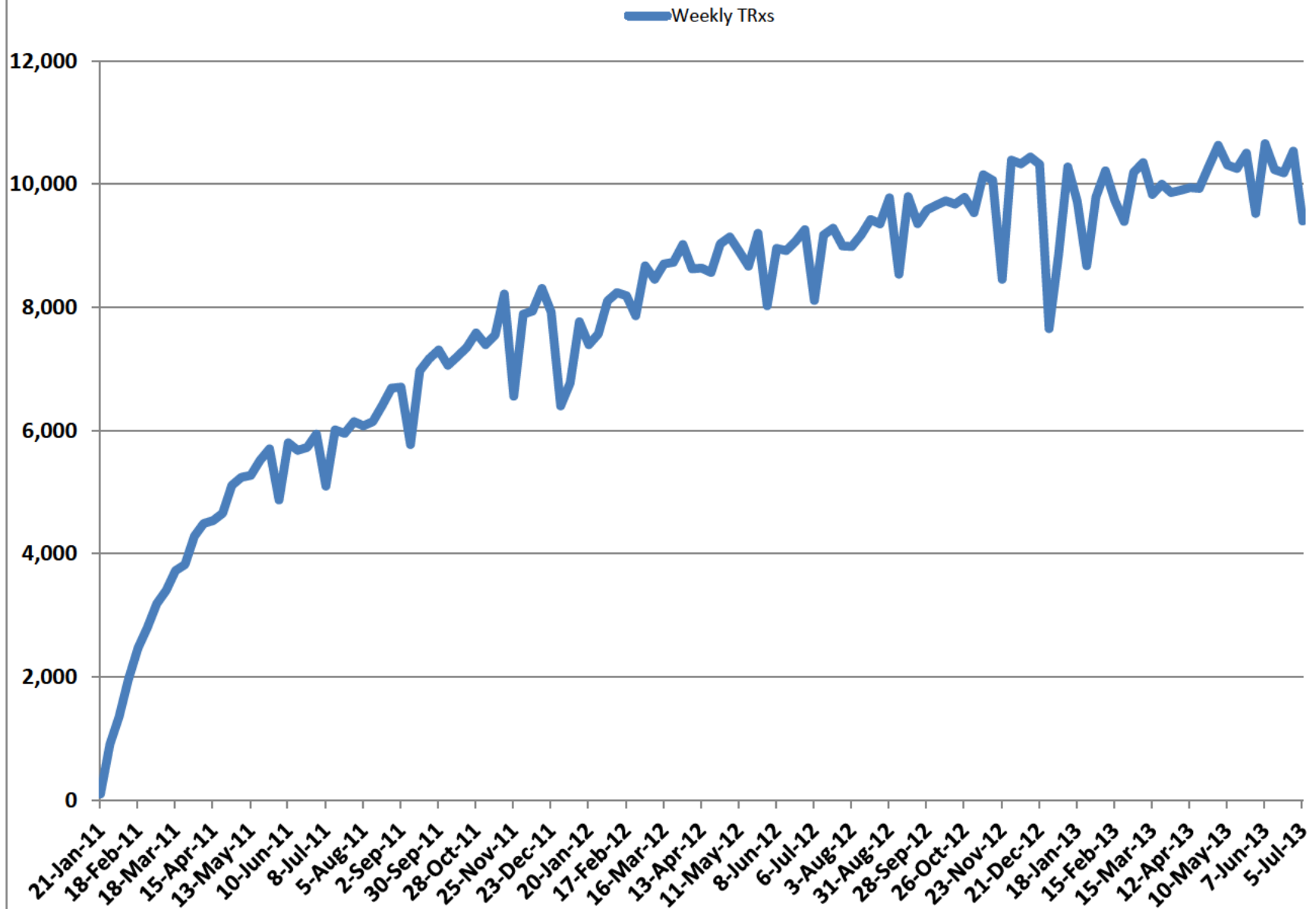
## Detailed Butrans Weekly Extended Release Opioid Market Share

(Source: IMS National Prescription Audit; includes both branded and generic opioids)

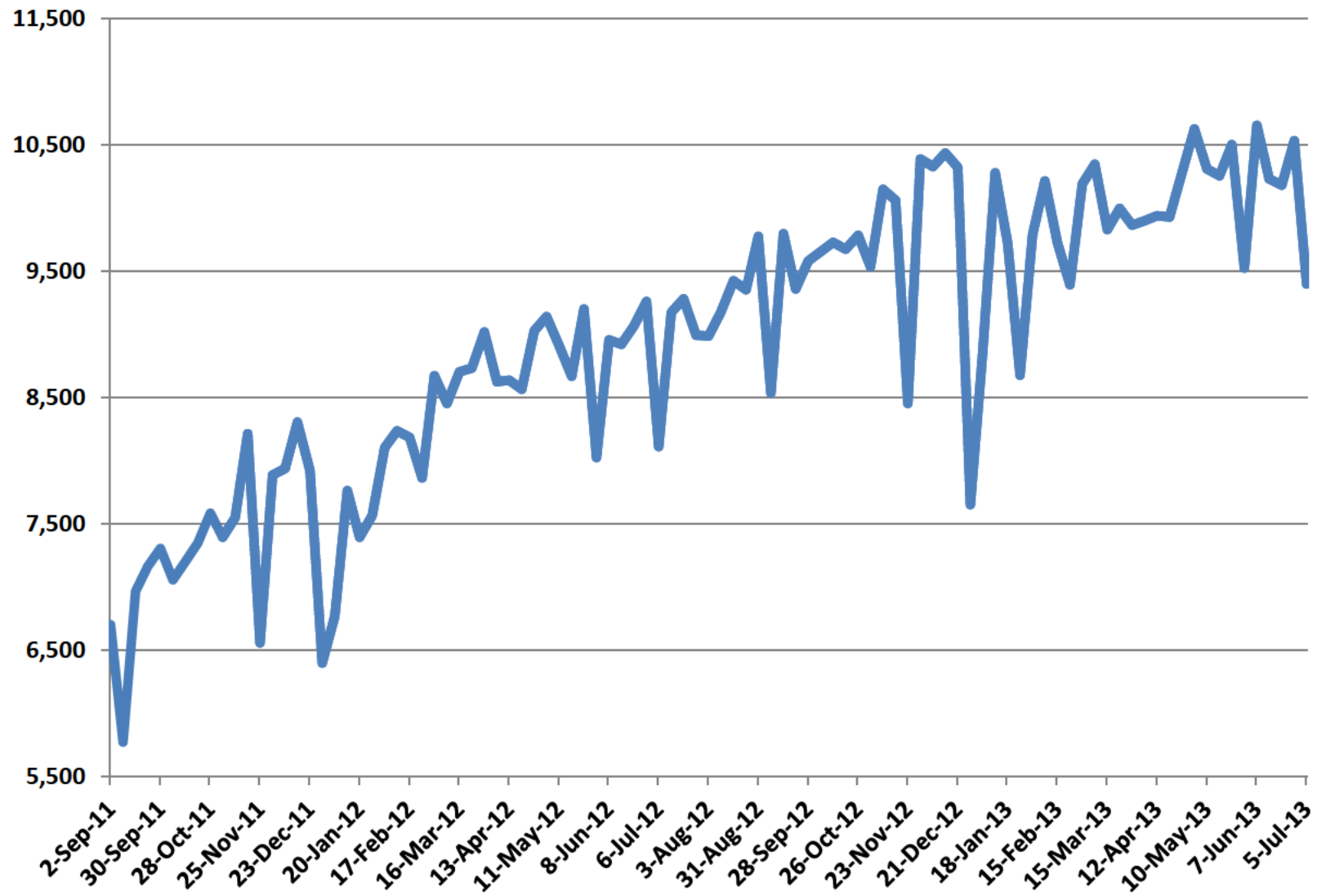




## Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)



## Detailed Butrans Weekly Rx's (Source: IMS National Prescription Audit)



Message

**From:** Sackler, Mortimer D.A. [REDACTED]  
**Sent:** 7/19/2013 6:19:01 PM  
**To:** Sackler, Jonathan [REDACTED]; Sackler, Dr Richard [REDACTED]  
**Subject:** Fwd: Brochure  
**Attachments:** Purdue Capabilities\_Jan2013 rev2.pdf; ATT00001.htm

FYI. Not great. Waiting for the European and Asian ones as well.

Regards,

Mortimer

Begin forwarded message:

**From:** "Baker, Stuart D." [REDACTED]@chadbourn.com>  
**Date:** July 19, 2013, 6:04:50 PM EDT  
**To:** "'Sackler, Mortimer D.A.'" [REDACTED]@pharma.com>  
**Cc:** "Roncalli, Anthony" [REDACTED]@chadbourn.com>  
**Subject:** Brochure

Mortimer,

**Redacted**

Stuart

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For additional information about Chadbourne & Parke LLP and Chadbourne & Parke (London) LLP, including a list of attorneys, please see our website at <http://www.chadbourn.com>



**A positive impact.**

On healthcare. And on lives.

# Partnering with Purdue

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*Purdue Pharma L.P.  
January 2013*

# Who We Are

---

- Privately-owned company; founded by physicians in 1952
- Founders active as directors today
- Known for world-class analgesic brands  
*On healthcare. And on lives.*
- Fully-integrated: API / MFG / R&D  
Marketing / Sales Rx & OTC
- Focus on licensing and alliances



One Stamford Forum  
Stamford, Connecticut

# Three Decades of Pain Management Brand Experience with Expansion into CNS & Sleep

A positive impact.  
On healthcare. And on lives.

**OXYCONTIN®**  
(oxycodone HCl controlled-release) TABLETS

**MS Contin®**  
(morphine sulfate controlled-release) Tablets  
Rx Only

**Dilaudid®**  
hydromorphone HCl

**Dilaudid-HP®**  
hydromorphone HCl

**Ryzolt®**  
(tramadol HCl extended-release tablets)

Licensed from  
Labopharm Inc.

**Butrans®**  
(buprenorphine) Transdermal System  
5, 10, and 20 mcg/hour  
Licensed from  
LTS Lohmann

**Intermezzo®**  
(zolpidem tartrate sublingual tablet) @  
1.75 mg | 3.5 mg  
Licensed from  
Transcept

1980

1990

2000

2010

2011

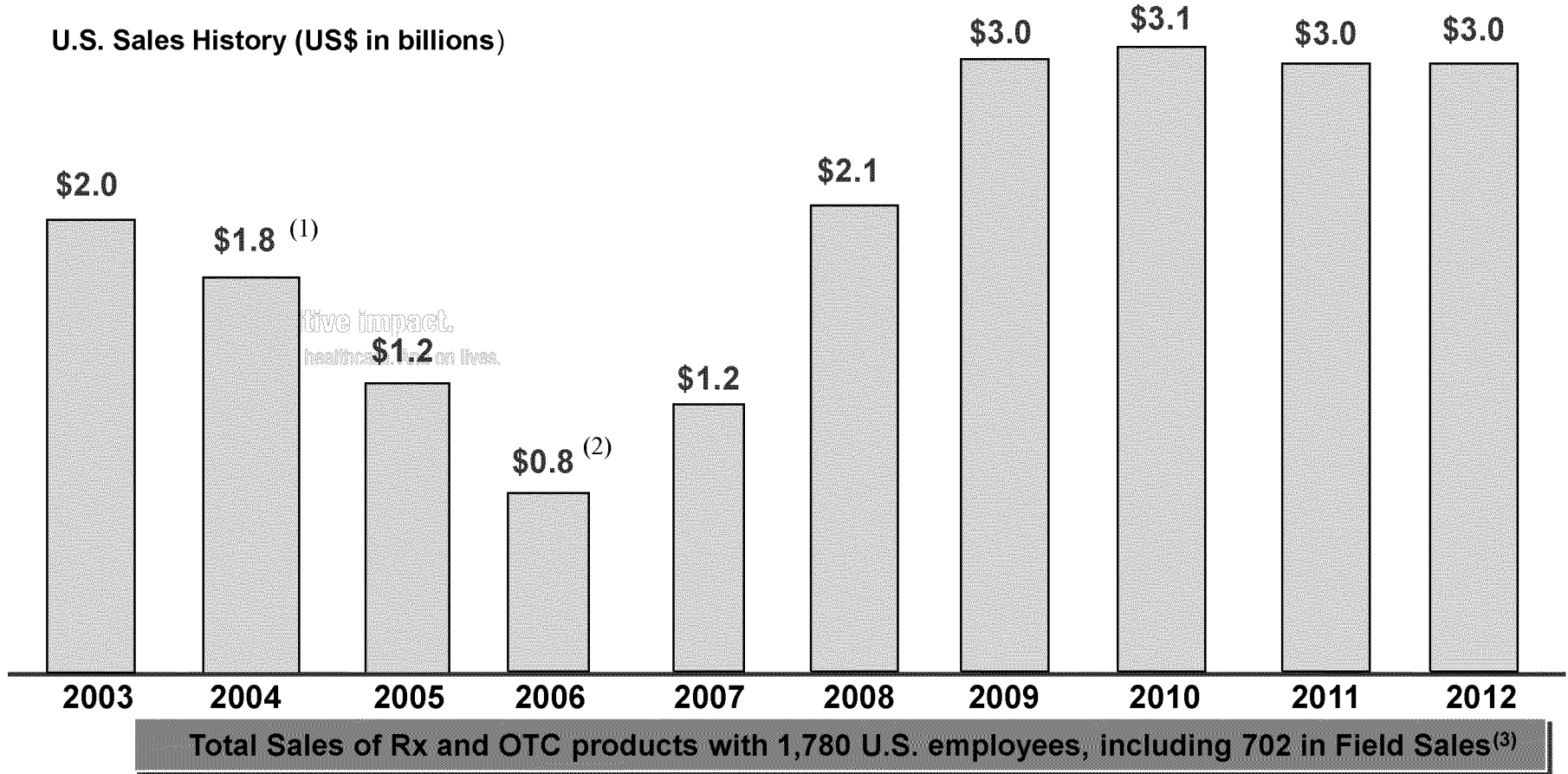
2012

**PURDUE**



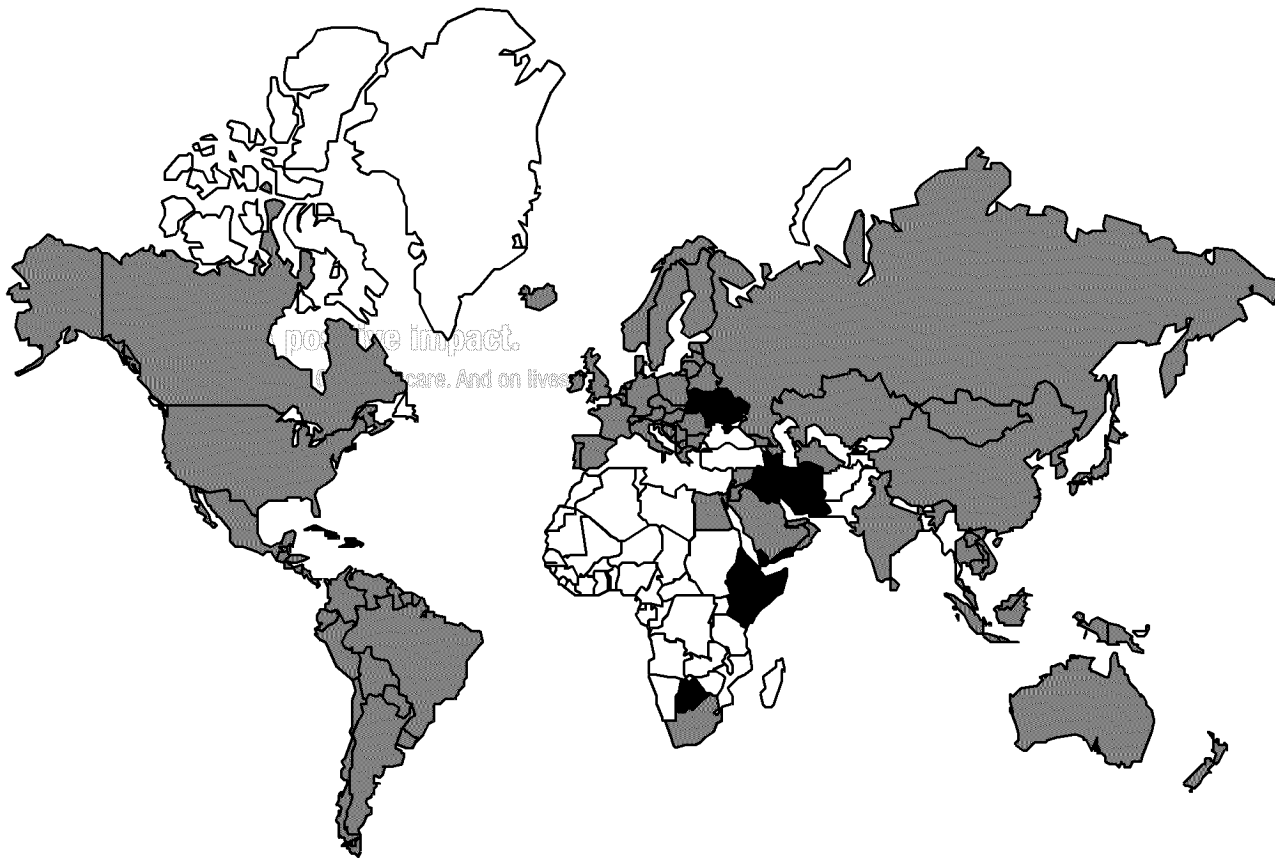
# A Specialty Pharma Company with Significant Revenue

U.S. Sales History (US\$ in billions)



- (1) OxyContin® Patent Challenge; OxyContin generics; Authorized generic
- (2) OxyContin® Patent Challenge Successfully Resolved; Feb 2006 U.S. Court of Appeals; 3 settlement agreement
- (3) 702 field sales organization as of Q4 2012

# Worldwide Marketing Reach – Purdue/Mundipharma



Purdue Pharma and its U.S. independent associated companies collaborate with a large network of independent associated multinational pharmaceutical companies\* with sales and marketing presence in over 6 continents generating revenues in excess of \$4 billion.

Purdue and the Associated Companies engage in the research, development, patenting, manufacture, distribution and licensing of proprietary pharmaceuticals.

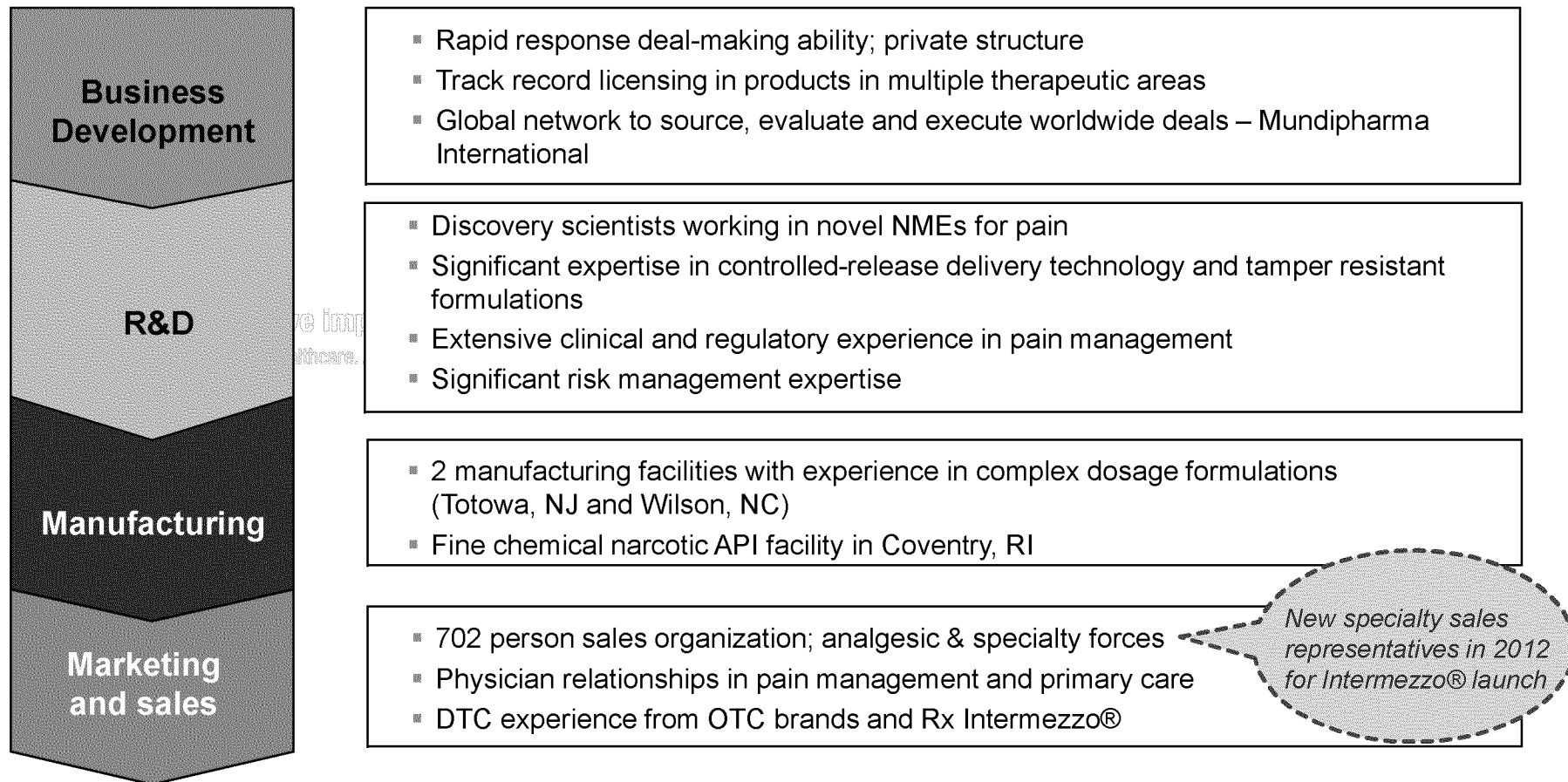
A worldwide flexible sales force network enables each Associated Company to respond quickly and with local knowledge of market conditions in their respective countries.

\* each an "Associated Company", and collectively the "Associated Companies"

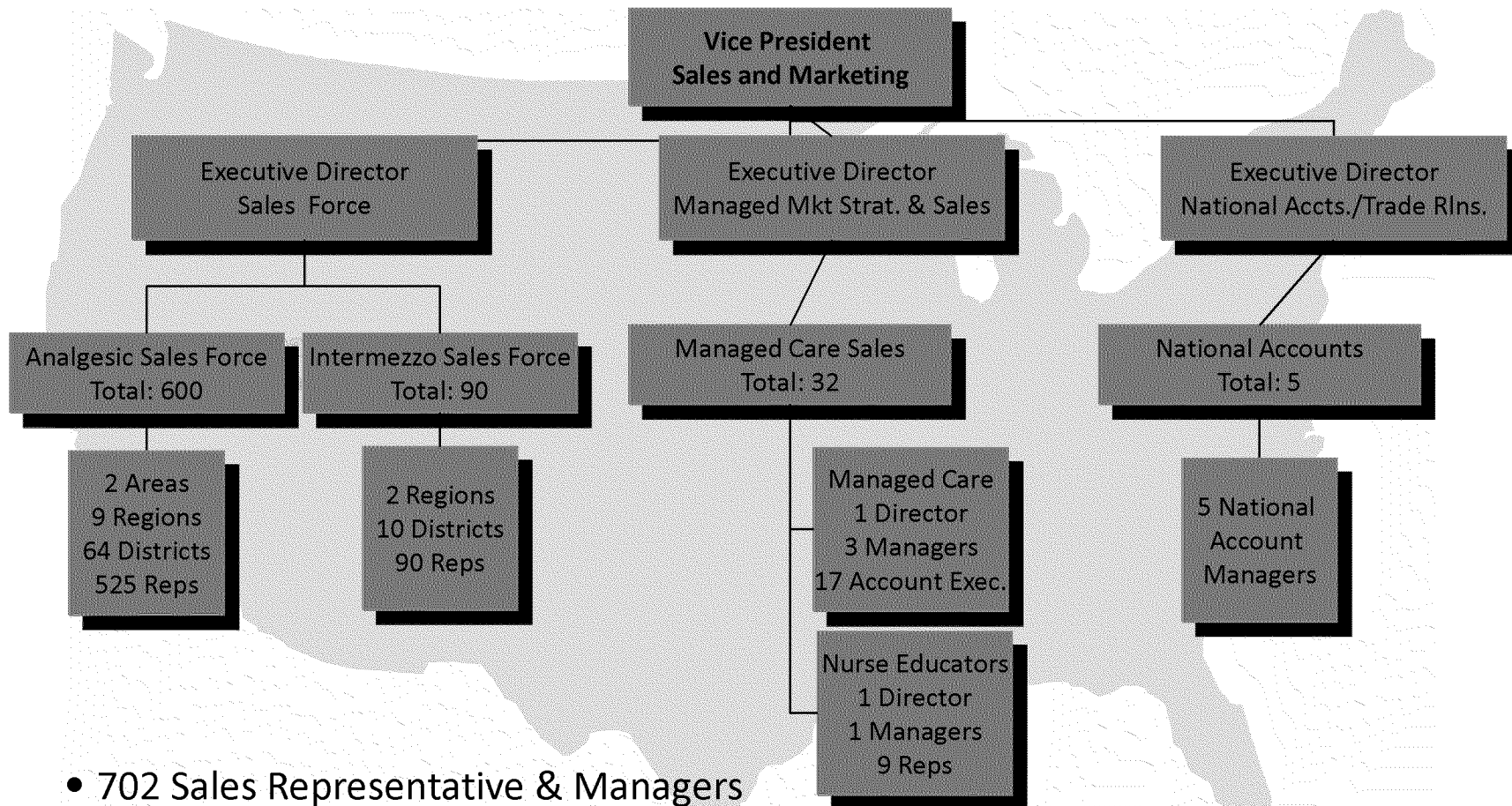
**PURDUE**



# Capabilities Across All Functional Areas

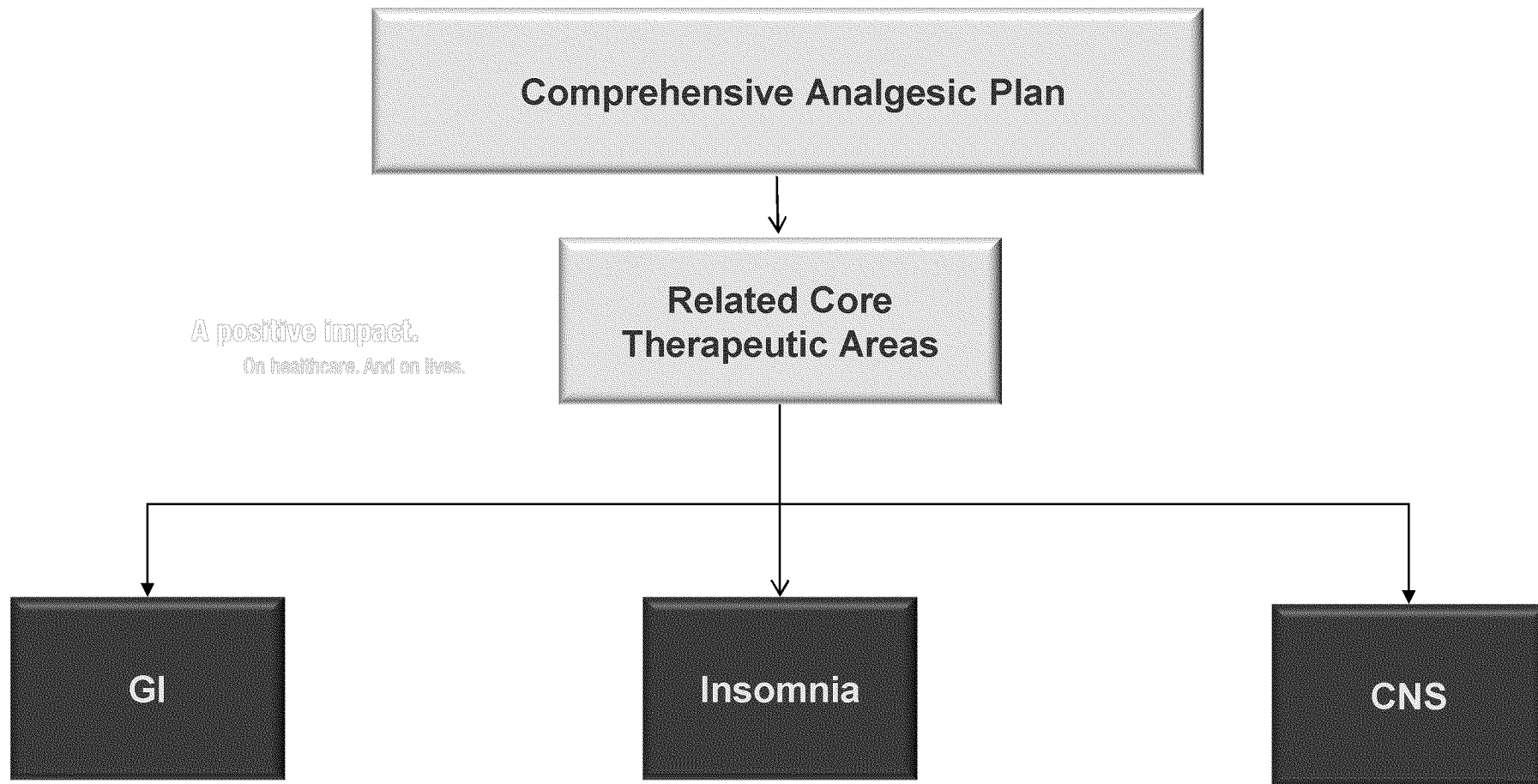


# Sales Force - Overview



- 702 Sales Representative & Managers
- 32 Managed Care Account Executives / Nurse Educators
- 5 National Account Managers

# Purdue Therapeutic Areas



# Selected Innovative Deals & Structures

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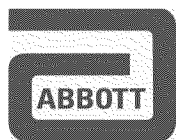
Acquisition of publicly-traded CNS discovery company and merged into Purdue Neuroscience  
Neuropathic pain, migraine, epilepsy and anxiety projects jump start Purdue discovery



Acquired exclusive marketing rights to Chirocaine® (levobupivacaine) injection and established specialty hospital sales force



Purdue Neuroscience enabled Newron to proceed with development of ralfinamide and related NME compounds for pain



Acquisition of Dilaudid® & Dilaudid-HP® (hydromorphone) brands and assets in U.S., Canada, Australia

