

PUBLISHER'S SWORN STATEMENT CIRCULATION PROFORMA

641 Lexington Ave., 8th Floor, New York, NY 10022

Pharmaceutical REPRESENTATIVE®

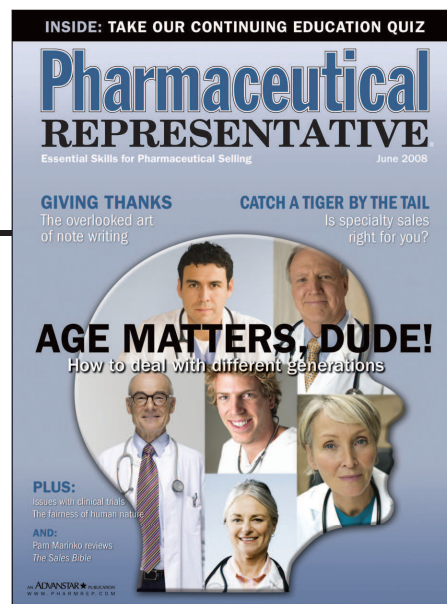
Pharmaceutical Representative is a monthly business magazine serving the information needs of pharmaceutical sales professionals. Readers include trainers, managers and field sales professionals at large, and small pharma and biopharma companies. **In a universe of 90,000 sales representatives, Pharmaceutical Representative reaches 65,000.**

Pharmaceutical Representative's circulation is 100% paid and is derived from three distinct types of subscriptions:

Individual: Personally requested and paid by the individual subscribing.

Group: Multiple copies that are requested and purchased by a company representative (typically training, sales management, or HR department). Companies with group subscriptions provide a list of names and addresses (with the option of updating at any time) and we send the copies directly to the recipients on the list.

Bulk: Multiple copies that are requested and purchased by a company representative (typically training, sales management, or HR department). Bulk copies are shipped directly to one location. From there, the subscribing company sends individual copies out to the field force, either alone or packaged with other official related material.



Nationwide, more than **65,000 sales reps** from 100 top companies are reading **Pharmaceutical Representative** magazine, the leading resource for continuing sales training and skills development.

SUBSCRIPTIONS FOR THE PERIOD JANUARY 2008 THROUGH JUNE 2008

Month/Year	Individual	Group	Bulk	Gift/ Membership	Monthly Total
Jan-08	1,137	1,815	64,150	716	67,818
Feb-08	1,125	1,859	63,889	538	67,411
Mar-08	1,124	1,618	63,958	464	67,164
Apr-08	1,120	1,621	63,182	347	66,270
May-08	1,093	1,860	62,007	363	65,323
Jun-08	1,129	1,852	61,909	329	65,219
Average	1,121	1,771	63,183	460	66,534



Sworn Statement by:
Jay Berfas, Group Publisher

“We’ve generated strong awareness and we’ve increased our penetration into the pharma space thanks to our advertising campaign in *Pharmaceutical Representative*.”

W. Carter Hoerr, CEO • Vmeals LLC

GEOGRAPHIC ANALYSIS			GEOGRAPHIC ANALYSIS			
State & ZIP Code	Total	%	State & ZIP Code	Total	%	
NEW ENGLAND			E. SOUTH CENTRAL			
ME 039-049	149		KY 400-427	593		
NH 030-038	177		TN 370-385	2,165		
VT 050-059	67		AL 350-369	637		
MA 010-027	857		MS 356-397	324		
RI 028-029	175		EAST SO. CENTRAL	3,719		5.7%
CT 060-069	580		W. SOUTH CENTRAL			
NEW ENGLAND	2,005		3.1%	AR 716-729		298
MIDDLE ATLANTIC			LA 700-714	557		
NY 100-149	2,364		OK 730-749	408		
NJ 070-089	15,053		TX 750-799	3,040		
PA 150-196	1,976		WEST SO. CENTRAL	4,303	6.6%	
MIDDLE ATLANTIC	19,393		29.7%	MOUNTAIN		
EAST N. CENTRAL			MT 590-599	86		
OH 430-459	1,523	ID 832-838	108			
IN 460-479	765	WY 820-831	25			
IL 600-629	6,068	CO 800-816	488			
MI 480-499	1,507	NM 870-884	125			
WI 530-549	601	AZ 850-865	595			
EAST NO. CENTRAL	10,464	16.0%	UT 840-847	256		
WEST N. CENTRAL			NV 889-898	218		
MN 550-567	669		MOUNTAIN	1,901		2.9%
IA 500-528	305		PACIFIC			
MO 630-658	776		AK 995-999	33		
ND 580-588	87		WA 980-994	593		
SD 570-577	82		OR 970-979	289		
NE 680-693	242		CA 900-961	3,647		
KS 660-679	398		HI 967-968	106		
WEST NO. CENTRAL	2,559		3.9%	PACIFIC		4,668
SOUTH ATLANTIC			Single Copy Sales			
DE 197-199	939		U.S. Unclassified			
MD 206-219	939		UNITED STATES	64,180	98.2%	
DC 200-205	46		Poss. & Other Areas	368	0.6%	
VA 220-246	884		U.S. & Poss., etc.	64,548	98.8%	
WV 247-268	272		Canada	740	1.1%	
NC 270-289	6,198		Other International	35	0.1%	
SC 290-299	558		Total International	775	1.2%	
GA 300-319	2,845		GRAND TOTAL	65,323	100.0%	
FL 320-349	2,487					
SOUTH ATLANTIC	15,168		23.2%			

Publisher’s Affidavit: We hereby make oath and say that all data set forth in this statement are true.

Mark Rosen, Audience Development Director

Madeleine Robins, Audience Development Manager

Date Signed: July 15, 2008