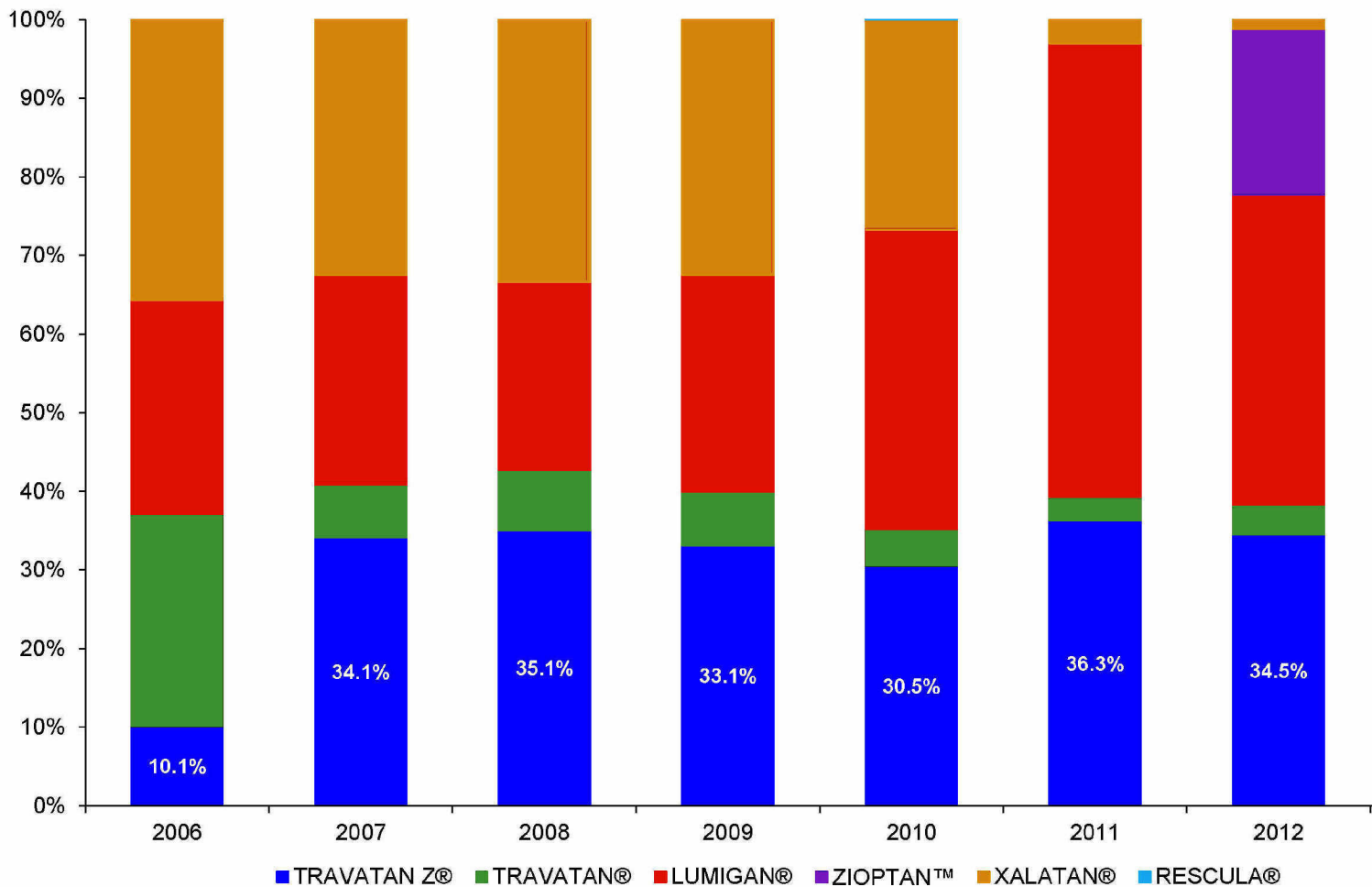


TRAVATAN Z® and Other Prostaglandin Analog Drugs Share of Voice Excluding Retail Value of Samples



Source: *Encuity*

Note: Share of voice is calculated as promotional spending excluding retail value of samples of each drug over combined promotional spending value of samples for all drugs in the therapeutic category. TRAVATAN Z® was launched in October 2006.