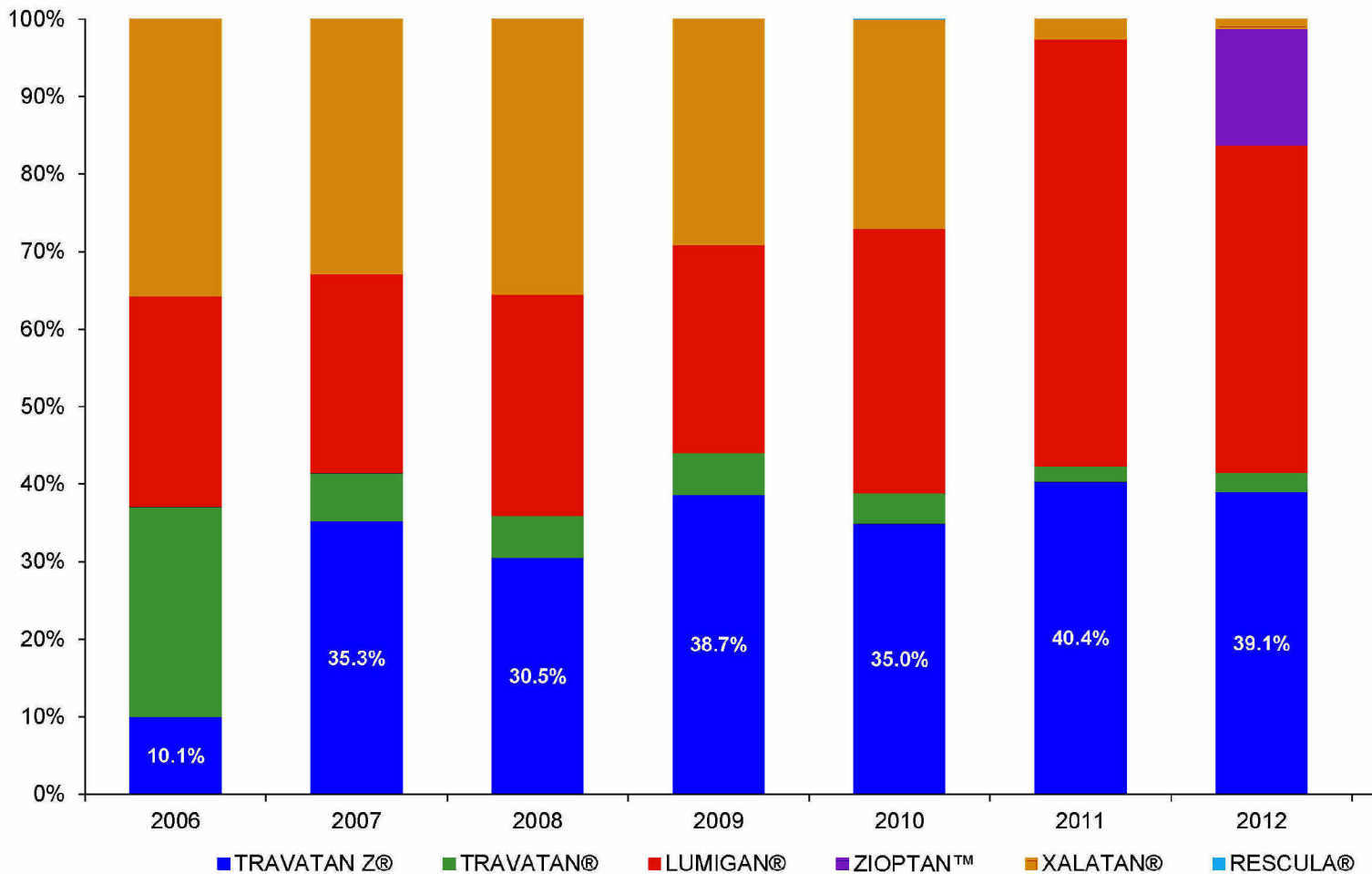


TRAVATAN Z® and Other Prostaglandin Analog Drugs Share of Voice Including Retail Value of Samples



Source: *Encuity*

Note: Share of voice is calculated as promotional spending including retail value of samples of each drug over combined promotional spending value of samples for all drugs in the therapeutic category. Data on retail value of samples are not available for 2006. TRAVATAN Z® was launched in 2006.