

# ARE YOU PROMOTING ALL OF THESE WHEN WAS THE LAST TIME YOU SENT FLYERS TO YOUR CUSTOMERS USING REMEDY MARKETING MATERIALS?



★ Rep PM: \$10 PM for each account on the qualifying master lists with a minimum \$2000 order.  
★ Rep PM: \$20 PM for each account on the qualifying master lists with a minimum \$5000 order.

### Qualifying Details:

- 1) Initial introduction is to offer this program for customers who purchased under a \$2000 average per month for Nov / Dec 2006.
- 2) Program timeframe is January - March 2007, quarter 1.
- 3) For those customers that are eligible in each month, 5% of their net purchases will qualify for the Customer Rewards program based on the active Anda/VIP Preferred Products list established at the beginning of each month (distributed under separate flyer).

4) In order to qualify for the FREE preferred products, an account would need to purchase a minimum of \$2000 of generic products in a given month.  
5) All EPIC members are now eligible.

**Program Administration:**  
6) An initial list of Qualifying Accounts will be distributed to each sales representative and now in TPS.  
7) At the end of the first month, a list of eligible accounts and their qualifying free goods \$'s will be provided to each sales representative and merged through TPS.  
8) Our order entry price override system will be used to invoice customers for the Preferred Products, yet offer a credit in the box at the same time.

9) New accounts can also qualify.

Note: Free Goods selection based on Anda/VIP's preferred products listing.  
**Eligible Trade Classes:**  
- Retail Independent  
- Non-Vaccinating Chain  
- LSC Pharmacy  
- Education

## CII & CSOS Update

- \$50 credit to your store for registering with DEA and software.
- \$100 credit to your store once software is installed.
- 10% Off Generic CII Items With Your Initial CSOS Order.

**FOR CUSTOMERS WHO HAVE NOT PURCHASED A CII FROM US IN THE PAST 12 MONTHS:**

**5% off** their 1st CII order with a minimum of \$500 worth of Generics.  
**6% off** their 2nd CII order with a minimum of \$500 worth of Generics.

1st time CSOS customers qualify for 2nd order discount of 6%. 1st CSOS order discount MAX 10%. Brands excluded.

Keep focusing on exceeding 2007 LIVE ASAP!

**1793 LIVE**

## Overstock Inventory - HELP!

★ \$2.00 PM on the 12 items listed below. Promo Retail in TPS.

ITEM #	BRAND NAME	GENERIC NAME	SIZE	MANUFACTURER
307304	PACERONE 200MG	AMIODARONE 200 MG	500	AUROBINDO
307253	PARLOCEL 5MG	ABROMOCRIPTINE MESYLATE 5MG	100	MYLAN
307030	PHENERGAN W/DM 0.25/15MG/5ML	PROMETHAZIN W/DM 0.25/15MG/5ML	4 OZ	QUALITEST
307253	PLEXION CLEANSING CLOTHS 10/5%	PRASOCIN FACIAL CLNS 10/5%	30	PRASCO
307253	PLEXION CLEANSING CLOTHS 10/5%	PRASOCIN FACIAL CLNS 10/5%	30	PRASCO
318951	PROZAC 20MG	FLUOXETINE HCL 20 MG	100	PLIVA
318729	SINEMET 25/250MG	CARBOPRA & LEVODOPA 25/250 MG	1000	PURIFICACTIVS
319729	SINEMET 25/250MG	CARBOPRA & LEVODOPA 25/250 MG	1000	PURIFICACTIVS
307135	URECIT K 10MEG	POTASSIUM CITRATE 10 MEQ	100	RISING
202426	XANAX XR 0.5MG	ALPRAZOLAM ER 0.5 MG	60	MYLAN
202428	XANAX XR 2MG	ALPRAZOLAM ER 2 MG	60	MYLAN
317895	ZYGAN 150MG	BUPROPIAN 150 MG	100	TEVA

## Primary Conversion Opportunities

ITEMS NEED HELP CONVERTING & LOSING UNITS!

Item Description	Primary Vendor	NEW Primary Vendor
Clopidogrel Topical Susp 7.7/0	Fougera	Perrigo
Mesalamine Enema 4gm/60ml	Clay Park	Prasco
Lidocaine HCL HC Crm 3% / 5%	Rising	A. Searns
Lidocaine HCL 2%	Teva	Akorn
Ethambutol 100mg	Barr	Heritage
Isosorbide Nasal Sol	Ethex	Kremer Urban
tiapropranil 5.10mg	Barr	Qualitest
Citalopram HBR OS	Roxane	Aurobindo
Lisiproil HCTZ	Irax, Eon	Aurobindo
Clozapine TAB	Mylan	Caraco
2 x 100ct free goods when a new pharmacy registers at least one new patient		
Furosemide 20, 40, 80mg	Stada	Excellium
Sotalol	Eon	Qualitest
Terconazole 3	Taro	Watson

## New & React Special

★ Rep PM: \$10

Open account with \$300 of generics order and receives:

QTY	DESCRIPTION	Price
1	Lipitor 20mg (5% OFF WAD)	\$296.02
6	Albuterol Inhalation 17gm Kit	\$8.40
1	Clopidogrel Bisulfate 75gm UD	\$332.25

Receive \$100 Retail free, products selected from the Customer Rewards product list. Use this Price Override system on all orders. Print sales history from TPS for George Fields & Paul Scortino to approve. To qualify: Customers with no purchases Nov 06-Jan 07

## Watson Products!

BRAND	GENERIC	GENERIC
OXYCONTIN CR 10MG, 20MG, 40MG, 80MG (700651, 700652, 700653, 700654, 70065)	OXYCODONE HCL CR	
PRAVACHOL 10MG, 20MG, 40MG (318418, 318419, 318420, 318421, 318422, 318423)	PRAVASTATIN SODIUM	
LORTAB 10/500MG, 2.5/500MG, 7.5/500MG (200787, 200622, 201067, 20057)	HYDROCODONE/APAP	
SOMA 350MG (29012, 290010, 290006)	CARBOPROFOL	
GLUCOTROL 10MG, 5MG (315730, 316002, 315811, 316074, 315730)	GLIPIZIDE	
ORTHO TRI-CYCLIN 0.180/0.035MG (317551)	TRINESSA	
LOLANE 10/650MG (200783, 200571)	HYDROCODONE/APAP	
CALFAN 40MG (316011)	VEDIPROFIL (LT PO)	
FLEXERIL 10MG (315604, 315606, 315608)	CYCLOBENZAPRINE	
WELLBUTRIN SR 100MG, 150MG, 200MG (317678, 317861, 317251, 410111)	BUPROPION HCL SR	

## Morphine Sulfate

★ Rep PM: \$1.00

ITEM #	Brand Name	Generic Name	Size	Manuf.
700221	Roxanol 20mg/ml	Morphine Sulfate Sol 20mg/ml	15ml	Ethex

## Pre-Book Orders

BRAND	GENERIC	BRAND	GENERIC
Allegro D50	Fenofibrate/Bezafibrate/Propranolol SR	Nova 400	Acetaminophen/Aspirin
Cipro 500	Ciprofloxacin HCl ER	Pravastatin 30mg	Pravastatin Sodium
Diazac 50	Benzydramine HCL	Trietas 60	Oxcarbazepine
Dura 500	Albuterol-Spiraprilol Nibu	Tropin XL 60mg/10mg/30mg	Melatonin Succinate SR
Mevo 50	Trandolapril	Zofran	Sertraline HCl

## Short Date & Close Out Opportunities

ITEM #	BRAND	GENERIC	SIZE	MANUF.	EXP. DATE
454722	Glucophage 500mg cto 7/07	Metformin HCL 500mg	1000	Anda Pharm	Jul-07
454720	Glucophage 500mg cto 10/07	Metformin HCL 500mg	1000	Anda Pharm	Oct-07
454721	Glucophage 500mg cto 8/07	Metformin HCL 500mg	1000	Anda Pharm	Aug-07
454726	Glucophage 500mg cto 6/07	Metformin HCL 500mg	1000	Anda Pharm	Jun-07
307259	Nurofen 400mg cto 02/07	Celebrexide 400mg	100	Ranbaxy	Feb-07
307259	Nurofen 100mg cto 02/07	Celebrexide 100mg	100	Ranbaxy	Feb-07
200399	Lyden No. 4 60mg cto 06/07	Acetaminophen No. 4 60mg	300	Anda Pharm	Jun-07
307352	Zithromax 500 mg Pak cto 07/07	Azithromycin 500mg	100	Heritage	Mar-07
307351	Zithromax 250mg 2 Pak cto 3/07	Azithromycin 250mg	100	Heritage	Mar-07
400008	Rabzon 100mg Tablets cto 07/07	Citalopram 100mg Tablets	4000	Block Pharmacal	Apr-07
307261	Ibuprofen 100mg cto 3/07	Ibuprofen 100mg	100	Ranbaxy	Mar-07
400077	Acidol 20/1 2mg cto 07/07	Strial 20/1 2mg cto 07/07	1100	Star	May-07

## YOUR BIGGEST OTC PROMOTIONAL OPPORTUNITY!

★ All planogram PM's paid to the selling rep. If a lead is provided to an ACP rep and that lead is converted to a planogram, the PM will be split.

- All Good Sense: Additional **10%** discount. (expires 2/17/07)
- All Good Sense childrens APAP and IBU SKUs: Additional **10%** discount. (expires 2/17/07)
- MUCINEX Children's 10pc. discount pack, \$55.99 (\$504006) ★\$3.00 PM.
- MUCINEX: Additional **5%** Discount (expires 2/17/07)
- Early Detect Floor Display (502018): **10%** discount. ★\$10.00 PM.
- All OHM: Additional **10%** discount (expires 2/17/07)
- All Major: Additional **10%** discount (expires 2/17/07)

**Consumer Products Sales \$1,008,802 in January 2007**

**2007 Health & Wellness Promo! 20% Win/Win save items (expires 1/31/07)**

**Mabis\* Neulizers**  
587108 - \$2.00PM  
587109 - \$2.00PM  
587119 - \$2.00PM  
587128 - \$10.00PM

**21st\* Century**  
530024 - \$2.00PM any 12 or mixed dozen  
530026 - \$2.00PM any 12 or mixed dozen  
530028 - \$2.00PM any 12 or mixed dozen  
530100 - \$2.00PM any 12 or mixed dozen

## Electronic Ordering

Saves Time & Money!

- Receive \$25 credit on account for registering
- Save \$200 on first \$1000's worth of Generic RX products purchased online

★ Rep PM: \$20  
**Extra 1% OFF on all electronic purchases... including CSOS!**



## Andrx Products

New lower retail prices available!

## New To Market

New to Anda VIP In case you missed these!

BRAND	GENERIC	BRAND	GENERIC
lisdexal 1.5, 3, 6, 12, 15, 30, 60, 120, 150mg (307459, 460, 461, 462)	Propranolol HCL ER	Duet DHA (317724)	Carenatal DHA 30mg
Lusohex 30/1150mg (307464)	Xedec 1130/1150mg	Adall AR 12mg (307458)	CMP 12mg
Nuzone Derm Gel 2% (390545)	Hydrocortisone Gel 2%	Nebu Mabis 2 Nasal Repl Pc (587130)	Nebu Mabis 2 Nasal Repl Pc
Nebu Mabis 2 Med Cup (587129)	Nebu Mabis 2 Med Cup	Univasc HCL 7.5mg, 15mg (307385, 386)	Moexipril HCL
Oxandrolone 2.5mg, 10mg (200820, 821)	Oxandrin	Zofran 4mg, 8mg (319400, 401, 402, 403, 404, 405)	Ondansetron

## Fluvirin Deal Kits

KIT #	DESCRIPTION (QTY)	SAVINGS (on purchasing individually)	SPECIAL PRICE
487318	Fluvirin 2006-2007 Bogo Kit (Buy 1 get 1 FREE)	\$108.50	\$108.50

Attorney's Eyes Only (Highly Confidential)

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**PLAINTIFFS TRIAL EXHIBIT**  
**P-01809\_0001**