

**From:** support@nordicmarketing.is  
**To:** David Myers  
**Sent:** 2/1/2010 7:01:04 PM  
**Subject:** Scheduled Report-www.actavis.us-Actavis.us - Quarterly report  
**Attachments:** EAS

## Actavis.us - Quarterly report

### www.actavis.us

**Description** This report is run monthly and shows data for the last 3 months.

**EMAIL** DMyers@actavis.com

**Timing** Nov 1, 2009 - Jan 31, 2010

### Visits - www.actavis.us

This report shows the number of visits to your web site during the selected period.

#### Month Visits %

2009 November 7,803 33.47%

2009 December 7,142 30.64%

2010 January 8,365 35.89%

**Total 23,310 100.00%**

### Downloaded Files (by File Name) - www.actavis.us

This report shows the number of times specific files were downloaded from your web site during the selected period. The report lists the files by their names as specified on your web pages. Otherwise, the full URL of the file is shown.

#### Downloaded File Name Downloads %

[http://www.actavis.us/NR/rdonlyres/C8EDB070-BE13-4D8B-BC87-63925021778D/0/ActavisGroupMediaBriefing\\_MAR2009EN.pdf](http://www.actavis.us/NR/rdonlyres/C8EDB070-BE13-4D8B-BC87-63925021778D/0/ActavisGroupMediaBriefing_MAR2009EN.pdf) <[http://www.actavis.us/NR/rdonlyres/C8EDB070-BE13-4D8B-BC87-63925021778D/0/ActavisGroupMediaBriefing\\_MAR2009EN.pdf](http://www.actavis.us/NR/rdonlyres/C8EDB070-BE13-4D8B-BC87-63925021778D/0/ActavisGroupMediaBriefing_MAR2009EN.pdf)> 19 22.09%

<http://www.actavis.us/NR/rdonlyres/DE5CE976-4C51-465B-AEE6-1980B59677EC/0/16PackageInsert.pdf> <<http://www.actavis.us/NR/rdonlyres/DE5CE976-4C51-465B-AEE6-1980B59677EC/0/16PackageInsert.pdf>> 18 20.93%  
<<http://hugin.info/134004/R/1116716/204282.pdf>> 17 19.77%

<http://www.actavis.us/NR/rdonlyres/8F480AFD-AA24-4085-B988-7C937FB194DA/0/AboutActavisJan2008.pdf> <<http://www.actavis.us/NR/rdonlyres/8F480AFD-AA24-4085-B988-7C937FB194DA/0/AboutActavisJan2008.pdf>> 15 17.44%

<http://www.actavis.us/NR/rdonlyres/F014FBE5-ADA0-4F7B-AC8F-1802DFFF44D3/0/16PatientInstructions.pdf> <<http://www.actavis.us/NR/rdonlyres/F014FBE5-ADA0-4F7B-AC8F-1802DFFF44D3/0/16PatientInstructions.pdf>> 6 6.98%

<http://www.actavis.us/NR/rdonlyres/851F12ED-D2A9-4259-B7D2-F04C5760240E/0/Environmental.pdf> <<http://www.actavis.us/NR/rdonlyres/851F12ED-D2A9-4259-B7D2-F04C5760240E/0/Environmental.pdf>> 2 2.33%

[http://www.actavis.us/nr/rdonlyres/f7a341a9-a7d2-4540-b77c-dab768bd461d/0/financials\\_3q\\_06.xls](http://www.actavis.us/nr/rdonlyres/f7a341a9-a7d2-4540-b77c-dab768bd461d/0/financials_3q_06.xls) <[http://www.actavis.us/nr/rdonlyres/f7a341a9-a7d2-4540-b77c-dab768bd461d/0/financials\\_3q\\_06.xls](http://www.actavis.us/nr/rdonlyres/f7a341a9-a7d2-4540-b77c-dab768bd461d/0/financials_3q_06.xls)> 2 2.33%  
<<http://hugin.info/134004/R/1145452/217619.pdf>> 2 2.33%

[http://www.actavis.us/nr/rdonlyres/398276e5-9c8d-4dea-af65-5f3d0a910c82/0/financialsnapshot\\_20070516.xls](http://www.actavis.us/nr/rdonlyres/398276e5-9c8d-4dea-af65-5f3d0a910c82/0/financialsnapshot_20070516.xls) <[http://www.actavis.us/nr/rdonlyres/398276e5-9c8d-4dea-af65-5f3d0a910c82/0/financialsnapshot\\_20070516.xls](http://www.actavis.us/nr/rdonlyres/398276e5-9c8d-4dea-af65-5f3d0a910c82/0/financialsnapshot_20070516.xls)> 1 1.16%  
<<http://hugin.info/134004/R/955043/136438.pdf>> 1 1.16%

<http://www.actavis.us/NR/rdonlyres/82EA226C-A2D0-4C6B-BF7F-0BC3FF176236/0/RWpresenationGPhA07SEP2007.pdf> <<http://www.actavis.us/NR/rdonlyres/82EA226C-A2D0-4C6B-BF7F-0BC3FF176236/0/RWpresenationGPhA07SEP2007.pdf>> 1 1.16%

<<http://hugin.info/134004/R/1145449/217616.pdf>> 1 1.16%

[http://www.actavis.us/NR/rdonlyres/F7A341A9-A7D2-4540-B77C-DAB768BD461D/0/financials\\_3q\\_06.xls](http://www.actavis.us/NR/rdonlyres/F7A341A9-A7D2-4540-B77C-DAB768BD461D/0/financials_3q_06.xls) <[http://www.actavis.us/NR/rdonlyres/F7A341A9-A7D2-4540-B77C-DAB768BD461D/0/financials\\_3q\\_06.xls](http://www.actavis.us/NR/rdonlyres/F7A341A9-A7D2-4540-B77C-DAB768BD461D/0/financials_3q_06.xls)> 1 1.16%

Highly Confidential

PLAINTIFF TRIAL  
EXHIBIT  
P-28639\_00001

Acquired\_Actavis\_00628930

P-28639\_00001

**Total 86 100.00%**

**Visits-visitors-page views - www.actavis.us**

**Month**

**Visiting Organizations** Visits Monthly Unique Visitors Page Views Page views per visit

2009 November 7,803 6,829 24,640 3.16

comcast.net 929 827 2,923 3.15

verizon.net 682 537 3,098 4.54

rr.com 527 478 1,324 2.51

optonline.net 505 393 2,519 4.99

sbcglobal.net 262 249 743 2.84

bellsouth.net 200 186 567 2.84

cox.net 191 177 477 2.50

charter.com 153 142 386 2.52

faulding-us.com 90 41 153 1.70

qwest.net 84 82 184 2.19

embarqhsd.net 63 54 197 3.13

swbell.net 61 55 158 2.59

myvzw.com 61 58 184 3.02

freshat.in 57 7 225 3.95

pacbell.net 41 40 102 2.49

airtelbroadband.in 41 39 100 2.44

vsnl.net.in 39 36 120 3.08

windstream.net 39 39 102 2.62

novartis.com 38 22 48 1.26

mycingular.net 35 27 224 6.40

Other 3,705 3,340 10,806 2.92

2009 December 7,142 6,430 20,058 2.81

comcast.net 841 757 2,348 2.79

verizon.net 551 478 2,050 3.72

rr.com 537 493 1,378 2.57

optonline.net 414 327 1,265 3.06

sbcglobal.net 259 244 785 3.03

bellsouth.net 214 201 597 2.79

cox.net 198 191 491 2.48

charter.com 155 142 461 2.97

faulding-us.com 69 33 117 1.70

qwest.net 66 65 164 2.48

embarqhsd.net 65 62 201 3.09

swbell.net 61 57 151 2.48

myvzw.com 54 48 140 2.59

airtelbroadband.in 47 47 120 2.55

suddenlink.net 46 45 90 1.96

windstream.net 39 38 82 2.10

pacbell.net 32 31 82 2.56

att.com 29 25 70 2.41

vsnl.net.in 28 26 66 2.36

spscdns.net 25 24 43 1.72

Other 3,412 3,096 9,357 2.74

2010 January 8,365 7,469 25,285 3.02

comcast.net 965 869 3,109 3.22

verizon.net 683 599 2,096 3.07

optonline.net 673 495 2,314 3.44

rr.com	592	534	1,727	2.92
sbcglobal.net	287	260	858	2.99
bellsouth.net	282	250	913	3.24
cox.net	191	182	592	3.10
charter.com	181	159	476	2.63
qwest.net	113	106	328	2.90
embarqhsd.net	67	65	210	3.13
pacbell.net	52	50	117	2.25
wyeth.com	50	45	129	2.58
myvzw.com	47	41	171	3.64
swbell.net	46	44	117	2.54
airtelbroadband.in	43	39	83	1.93
vsnl.net.in	43	33	123	2.86
suddenlink.net	39	37	115	2.95
windstream.net	39	36	104	2.67
level3.net	36	36	100	2.78
spscdns.net	36	31	80	2.22
Other	3,900	3,558	11,523	2.95
<b>Total</b>	<b>23,310</b>	<b>20,728</b>	<b>69,983</b>	<b>3.00</b>

### Cities - www.actavis.us

This report shows the cities your visitors access your web site from, with an accuracy level of app. 94%.

#### City Visits %

New York, NY, USA	959	4.11%
Newark, NJ, USA	881	3.78%
Hicksville, NY, USA	445	1.91%
Philadelphia, PA, USA	375	1.61%
Chicago, IL, USA	343	1.47%
Houston, TX, USA	333	1.43%
Tampa, FL, USA	323	1.39%
Atlanta, GA, USA	323	1.39%
Los Angeles, CA, USA	294	1.26%
Mumbai, IND	293	1.26%
Miami, FL, USA	285	1.22%
New Delhi, IND	258	1.11%
Denver, CO, USA	240	1.03%
Washington, DC, USA	234	1.00%
Charlotte, NC, USA	222	0.95%
Dallas, TX, USA	202	0.87%
Elizabeth, NJ, USA	166	0.71%
Seattle, WA, USA	162	0.69%
Baltimore, MD, USA	156	0.67%
Irvine, CA, USA	143	0.61%
St Louis, MO, USA	142	0.61%
Phoenix, AZ, USA	136	0.58%
Cambridge, MA, USA	133	0.57%
Reston, VA, USA	130	0.56%
Minneapolis, MN, USA	127	0.54%
<b>Subtotal</b>	<b>7,305</b>	<b>31.34%</b>
<b>Total</b>	<b>23,310</b>	<b>100.00%</b>

### First Time vs. Returning Visits - www.actavis.us

This report compares the number of first time and returning visits for the selected period.

## Month First Time First Visits Ratio Returning Returning Visits Ratio

2009 November 6,512 83.46% 1,291 16.54%

2009 December 6,115 85.62% 1,027 14.38%

2010 January 7,128 85.21% 1,237 14.79%

**Total 19,755 84.75% 3,555 15.25%**

## Most Requested Pages by Page URL - www.actavis.us

This report shows which pages are the most popular with your visitors by displaying the following metrics: the number of Page Views, the percentage of Page Views and the Average Time on Page.

### Page URL Page Views % Avg. Time On Page

<<http://www.actavis.us/en/default.htm>> 10,611 15.16% 1m 1s  
<<http://www.actavis.us/en/careers/vacancies/vacancies.htm>> 10,182 14.55% 1m 11s  
<<http://www.actavis.us/en/products/product+list/default.htm>> 7,627 10.90% 0m 52s  
<<http://www.actavis.us/en/products/default.htm>> 4,480 6.40% 0m 40s  
<<http://www.actavis.us/en/about+actavis/default.htm>> 2,610 3.73% 0m 42s  
<<http://www.actavis.us/en/careers/default.htm>> 2,231 3.19% 0m 16s  
<<http://www.actavis.us/en/search/search.htm>> 1,969 2.81% 0m 35s  
[http://www.actavis.us/ActavisV2USA/Templat.../T17\\_ProductsList.aspx](http://www.actavis.us/ActavisV2USA/Templat.../T17_ProductsList.aspx) <[http://www.actavis.us/ActavisV2USA/Templates/Products/T17\\_ProductsList.aspx](http://www.actavis.us/ActavisV2USA/Templates/Products/T17_ProductsList.aspx)> 1,803 2.58% 0m 29s  
<http://www.actavis.us/en/media+center/newsroo.../digitek+recall.htm> <<http://www.actavis.us/en/media+center/newsroom/articles/digitek+recall.htm>> 1,038 1.48% 1m 13s  
[...rometh+with+Codeine+Cough+Syrup+-+Cv+6.25mg.5mg.10mg+per+5mL.htm](http://www.actavis.us/en/products/product+list/Prometh+with+Codeine+Cough+Syrup+-+Cv+6.25mg.5mg.10mg+per+5mL.htm)  
<<http://www.actavis.us/en/products/product+list/Prometh+with+Codeine+Cough+Syrup+-+Cv+6.25mg.5mg.10mg+per+5mL.htm>> 939 1.34% 1m 26s  
<http://www.actavis.us/en/products/manufa.../manufacturing+sites.htm> <<http://www.actavis.us/en/products/manufacturing/manufacturing+sites.htm>> 755 1.08% 0m 40s  
<<http://www.actavis.us/en/media+center/default.htm>> 755 1.08% 0m 28s  
<[http://www.actavis.us/en/careers/vacancies/resume\\_writing.htm](http://www.actavis.us/en/careers/vacancies/resume_writing.htm)> 754 1.08% 0m 49s  
<<http://www.actavis.us/en/about+actavis/ContactUs/default.htm>> 725 1.04% 1m 29s  
<http://www.actavis.us/en/media+cent.../Oxycodone+Reintroduction.htm> <<http://www.actavis.us/en/media+center/newsroom/articles/Oxycodone+Reintroduction.htm>> 629 0.90% 1m 25s  
[...eth+VC+with+Codeine+Cough+Syrup+-+Cv+6.25mg.5mg.10mg+per+5mL.htm](http://www.actavis.us/en/products/product+list/Prometh+VC+with+Codeine+Cough+Syrup+-+Cv+6.25mg.5mg.10mg+per+5mL.htm)  
<<http://www.actavis.us/en/products/product+list/Prometh+VC+with+Codeine+Cough+Syrup+-+Cv+6.25mg.5mg.10mg+per+5mL.htm>> 595 0.85% 1m 24s  
<<http://www.actavis.us/en/products/pipeline/pipeline.htm>> 587 0.84% 0m 33s  
<<http://www.actavis.us/en/products/pipeline/article.htm>> 560 0.80% 1m 11s  
<<http://www.actavis.us/en/careers/vacancies/cover+letter.htm>> 554 0.79% 0m 53s  
<http://www.actavis.us/en/about+actavis/compa.../Company+profile.htm> <<http://www.actavis.us/en/about+actavis/company+profile/Company+profile.htm>> 506 0.72% 0m 58s  
<http://www.actavis.us/en/about+actavis.../Group+Executive+Board.htm> <<http://www.actavis.us/en/about+actavis/management/Group+Executive+Board.htm>> 499 0.71% 1m 20s  
<<http://www.actavis.us/en/products/product+list/buPROpion+XL.htm>> 461 0.66% 1m 4s  
<http://www.actavis.us/en/products/.../Oxycodone+HCl+Tablet+30mg.htm> <<http://www.actavis.us/en/products/product+list/Oxycodone+HCl+Tablet+30mg.htm>> 450 0.64% 0m 51s  
<<http://www.actavis.us/en/media+center/newsroom/default.htm>> 432 0.62% 0m 31s  
[http://www.actavis.us/ActavisV2USA/Templates/Media.../T11\\_News.aspx](http://www.actavis.us/ActavisV2USA/Templates/Media.../T11_News.aspx) <[http://www.actavis.us/ActavisV2USA/Templates/MediaCentre/T11\\_News.aspx](http://www.actavis.us/ActavisV2USA/Templates/MediaCentre/T11_News.aspx)> 431 0.62% 0m 30s

**Subtotal 52,183 74.57% 0m 55s**

**Total 69,983 100.00% 0m 55s**

## Search Phrases (Direct) - www.actavis.us

This report shows the search phrases that directly referred visits to your web site: if a search phrase

generated a visit, then the visit is attributed to the search phrase, no matter how the visit was originally triggered; if the visit was not generated by a search phrase, then the visit does not appear in the report.

**Search Phrases (Direct) Visits %**

actavis 981 9.93%  
actavis pharma 480 4.86%  
actavis us 364 3.68%  
actavis totowa 213 2.16%  
actavis elizabeth llc 167 1.69%  
amide pharmaceuticals 139 1.41%  
actavis pharmaceuticals 127 1.29%  
activis 100 1.01%  
purepac 84 0.85%  
actavis elizabeth 83 0.84%  
actavis prometh with codeine 79 0.80%  
actavis cough syrup 71 0.72%  
activas 62 0.63%  
hydromet syrup 60 0.61%  
actavis totowa llc 57 0.58%  
digitek recall 57 0.58%  
propranolol er 56 0.57%  
betamethasone dipropionate cream usp 0.05 55 0.56%  
actavis usa 53 0.54%  
actavis u.s. 52 0.53%  
minoxidil topical solution usp 5 51 0.52%  
amide pharmaceutical 51 0.52%  
digitek 47 0.48%  
actavis south atlantic 45 0.46%  
actavis bupropion xl 40 0.40%  
actavis.us 38 0.38%  
orphenadrine er 100mg 35 0.35%  
propranolol er 60 mg 35 0.35%  
prometh vc syrup 34 0.34%  
prometh 32 0.32%  
www.actavis.com 32 0.32%  
purepac (actavis us) 30 0.30%  
actavis.com 28 0.28%  
www.actavis.us 27 0.27%  
actavis morristown nj 27 0.27%  
ibuprofen oral suspension 24 0.24%  
actavis syrup 24 0.24%  
betamethasone valerate ointment 23 0.23%  
actavis recall 23 0.23%  
triamcinolone acetonide cream usp 0.1% 23 0.23%  
lactulose solution usp 10g 15ml 22 0.22%  
actavis pharmaceutical company 22 0.22%  
actavis bupropion 21 0.21%  
amide pharmaceutical inc 21 0.21%  
actavis triamcinolone acetonide cream 21 0.21%  
prometh vc 21 0.21%  
actavis triamcinolone acetonide 21 0.21%  
actavis gabapentin 20 0.20%  
purepac pharmaceuticals 20 0.20%

actavis product list 19 0.19%

**Subtotal 4,217 42.68%**

**Total 9,881 100.00%**

**Internal search words - www.actavis.us**

This report shows which pages are the most popular with your visitors by displaying the following metrics: the number of Page Views, the percentage of Page Views and the Average Time on Page.

**Page URL Page Views % Avg. Time On Page**

<http://www.actavis.us/en/search/search.htm?q=gabapentin> 3 21.43% 1m 0s

<http://www.actavis.us/en/search/search.htm?q=ursidiol> 1 7.14% 0m 17s

<http://www.actavis.us/en/search/search.htm?q=human%20resourse%20vp> 1 7.14% 0m 9s

<http://www.actavis.us/en/search/...pentin%20removed%20from%20market> <http://www.actavis.us/en/search>

[/search.htm?q=when%20was%20Purepac%20gabapentin%20removed%20from%20market](http://www.actavis.us/en/search/search.htm?q=when%20was%20Purepac%20gabapentin%20removed%20from%20market) 1 7.14% 1m 0s

<http://www.actavis.us/en/search/search.htm?q=topical%20nifedipine> 1 7.14% 0m 17s

<http://www.actavis.us/en/search/search.htm?q=trimipramine> 1 7.14% 0m 13s

<http://www.actavis.us/en/search/search.htm?q=registered%20agent> 1 7.14% 0m 3s

<http://www.actavis.us/en/search/search.htm?q=lactulose> 1 7.14% 0m 0s

<http://www.actavis.us/en/search/search.htm?q=Oxycodone> 1 7.14% 0m 22s

<http://www.actavis.us/en/search/search.htm?q=A215> 1 7.14% 0m 5s

<http://www.actavis.us/en/search/search.htm?q=careers> 1 7.14% 1m 0s

<http://www.actavis.us/en/search/search.htm?q=totowa> 1 7.14% 1m 0s

**Total 14 100.00% 0m 32s**

**0KB / Blank File**