

**To:** Udell, Andrew[Andrew.Udell@pharma.com]  
**Cc:** Fisher, Windell[Windell.Fisher@pharma.com]; Gasdia, Russell[Russell.Gasdia@pharma.com]; Innaurato, Mike[Mike.Innaurato@pharma.com]  
**From:** Seid, Stephen  
**Sent:** Mon 11/13/2006 4:57:15 PM  
**Subject:** FW: Coupons and Savings Cards Redemption Report sorted by Chain Pharmacy  
200610 Chain Pharmacy Coupon Redemption.xls

Andy,

Thanks for initiating this report. It is very valuable. My guys have found it very useful in their meetings. Some interesting things to derive from the info.

\*85% of the coupon redemptions came from Walgreens and CVS. In general they are responsible 30-32% of all Rx's.

\*Florida has a lot of stores for both of the above. 32% of all of Walgreens and 25% of all of CVS redemptions were in Florida (59% of all redemption was in FLA)

\*Walgreens had 10 states over 100 for 71% of all coupon redemption, CVS had 12 for 85.7% of all redemption

\*Five states overlap in the top for both Florida, Ohio, Arizona, Indiana, & Texas

\*Walgreens operates in 47 states 38 had redemption in 31.5% of their total store count

\*CVS had redemption in 28 of 44 states and 21% of their stores counts

\*Other states had good numbers, Georgia with over 1000, with a combination of a chain and "all others." Below the Mason Dixon line appeared strong.

It is interesting that redemption appears to be impacted in specific areas, but numerous things, not the least of which is the reps. Perhaps though there may be value to targeting the utilization of these programs (such as more coupons distributed in specific states) based on store count, demographics, ease of state regs on DAW access, etc.

**Steve Seid**  
**National Accounts**  
**Trade Relations**

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**From:** Raghavar, Rajesh  
**Sent:** Monday, November 13, 2006 3:46 PM  
**To:** Seid, Stephen  
**Cc:** Udell, Andrew; Natarajan, Sayee; Ciszkowski, Mietek  
**Subject:** Coupons and Savings Cards Redemption Report sorted by Chain Pharmacy

Hi Steve,

Enclosed please find the Coupons and Savings Cards Redemption Report sorted by Chain Pharmacy based on the latest October 2006 data.

PLAINTIFF TRIAL  
EXHIBIT  
**P-27131\_00001**

CONFIDENTIAL

PPLPC004000089723

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Please review and let me know for any details.  
Thanks,  
-Rajesh.

**Produced Natively**