

2008 AD ACTIVITY:

SAMPLE COMPANY DATA PG 1

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
■ ADVANCED STERILIZATION PRODUCTS	70	67	65	88	290	257	13
COMPANY \$(000) BY TARGET							
GEN SURG	25	7	6	5	43		
NSG: NON-SURGICAL	39	54	41	51	185		
NSG: SURGICAL				4	4		
HOSP/HC MGMT	6	6	12	22	46		
OTHER			7	6	13		
DISINFECTANT - CIDEX OPA							
ICT: INFECTION CNT TODAY			23	44	67		
MANAGING INFECTION CNT			1	3	4		
HC PURCH NEWS			1	1	2		
JNL HC CONTRACTING				1	1		
MATERIALS MGMT			1	1	2		
REPertoire				1	1		
REPertoire (RESOURCE GUIDE)			1		1		
PRODUCT \$(000) BY TARGET							
NSG: NON-SURGICAL			5	22	27		
HOSP/HC MGMT			12	17	29		
OTHER			7	6	13		
ENDOSCOPE CLEANER/REPROCESSOR - EVO TECH							
OUTPATIENT SURG	22	5	9	20	56		
OUTPATIENT SURG (SPECIAL ISSUE)	1				1		
ENDO NURSE	1				1		
GASTRO NSG	2	1	2	1	6		
ICT: INFECTION CNT TODAY				1	1		
HC PURCH NEWS				1	1		
PRODUCT \$(000) BY TARGET							
GEN SURG	13				13		
NSG: NON-SURGICAL	9	5	9	15	38		
HOSP/HC MGMT				6	6		
HAND SANITIZER - PREVACARE							
MANAGING INFECTION CNT	15	15	10		40		
	3	3	2		8		
PRODUCT \$(000) BY TARGET							
NSG: NON-SURGICAL	15	15	10		40		
STERILIZATION EQUIP - STERRAD 100 NX							
OUTPATIENT SURG	12	36	17	15	80		
OUTPATIENT SURG (SPECIAL ISSUE)	1				1		
ICT: INFECTION CNT TODAY		1			1		
MANAGING INFECTION CNT		2	1		3		
HC PURCH NEWS		2	2	3	7		
	1	1			2		
PRODUCT \$(000) BY TARGET							
GEN SURG	6	7			13		
NSG: NON-SURGICAL		23	17	15	55		
HOSP/HC MGMT	6	6			12		
STERILIZATION EQUIP - STERRAD NX							
OUTPATIENT SURG	21	12	6	9	48		
TODAYS SURGICENTER	1		1		2		
				1	1		

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ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
ICT: INFECTION CNT TODAY (contd)		1			1		
MANAGING INFECTION CNT	3	1			4		
AORN				1	1		
PRODUCT \$(000) BY TARGET							
GEN SURG	6		6	5	17		
NSG: NON-SURGICAL	15	12			27		
NSG: SURGICAL				4	4		
■ CORDIS CARDIOLOGY/ ENDOVASCULAR	130	88	38	61	317	138	130
COMPANY \$(000) BY TARGET							
RAD		6	13	17	36		
CARD	130	77	20	27	254		
VASCULAR		5	5	17	27		
CORONARY STENTS - CYPHER	123	68	20		211		
CATH LAB DIGEST	2		2		4		
CIRCULATION	2	2			4		
JACC	3	4			7		
JNL INVASIVE CARD	2	1			3		
PRODUCT \$(000) BY TARGET							
CARD	123	68	20		211		
CTO CATHETERS - FRONTRUNNER XP	7				7		
JACC	1				1		
PRODUCT \$(000) BY TARGET							
CARD	7				7		
DILATATION CATHETERS - SLEEK/SAVVY		20	5		25		
JVIR		1			1		
JACC		1			1		
VASCULAR SPECIALIST		1	1		2		
PRODUCT \$(000) BY TARGET							
RAD		6			6		
CARD		9			9		
VASCULAR		5	5		10		
ILIAC STENTS - S.M.A.R.T.			9	61	70		
JVIR			2	2	4		
JACC				2	2		
VASCULAR SPECIALIST				2	2		
PRODUCT \$(000) BY TARGET							
RAD			9	17	26		
CARD				27	27		
VASCULAR				17	17		
VENA CAVA FILTERS - OPTease/TRAPEASE			4		4		
JVIR			1		1		
PRODUCT \$(000) BY TARGET							
RAD			4		4		

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SAMPLE COMPANY DATA PG 3

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
■ RESMED	70	145	128	80	423	665	-36
COMPANY \$(000) BY TARGET							
RESP	8	24	25	9	66		
SLEEP THER	19	42	28	28	117		
HOME CARE	44	79	76	43	242		
CPAP MASK - MIRAGE MICRO							
SLEEP REVIEW	28	30	5		63		
HME NEWS	2	2			4		
HME TODAY	2	3	1		6		
HEMOCARE	1				1		
HEMOCARE	1	1			2		
PRODUCT \$(000) BY TARGET							
SLEEP THER	9	9			18		
HOME CARE	19	20	5		44		
CPAP MASK - MIRAGE SWIFT II							
SLEEP REVIEW		5	5		10		
HME NEWS			1		1		
HME NEWS		1			1		
PRODUCT \$(000) BY TARGET							
SLEEP THER			5		5		
HOME CARE		5			5		
CPAP MASK - SWIFT LT							
SLEEP REVIEW		5	26	30	61		
HME BUSINESS		1		2	3		
HME NEWS			3		3		
HME NEWS			2	3	5		
HEMOCARE				1	1		
PRODUCT \$(000) BY TARGET							
SLEEP THER		5		9	14		
HOME CARE			26	20	46		
CPAP UNIT - S8 SERIES II							
AARC TIMES		57	45	18	120		
ADVANCE MGR RESP		1			1		
ADVANCE MGR RESP		2	1		3		
RESP MGMT		1			1		
SLEEP REVIEW		2	2	1	5		
HME BUSINESS		1			1		
HME NEWS		2	2		4		
HME TODAY		2	3	1	6		
HEMOCARE		2	2	1	5		
HEMOCARE XTRA				1	1		
PRODUCT \$(000) BY TARGET							
RESP		15	4		19		
SLEEP THER		9	9	5	23		
HOME CARE		33	32	14	79		
CPAP UNIT - VPAP ADAPT SV							
RT	5	9		5	19		
RT	1	2		1	4		
PRODUCT \$(000) BY TARGET							
RESP	5	9		5	19		

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SAMPLE COMPANY DATA PG 4

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
CPAP UNIT - VPAP MALIBU	5				5		
HME NEWS	1				1		
PRODUCT \$(000) BY TARGET							
HOME CARE	5				5		
CPAP UNIT - VPAP W/EASY-BREATHE	32	25	3		60		
AARC TIMES			1		1		
RESP MGMT	1				1		
SLEEP REVIEW	2	3			5		
HME BUSINESS	1				1		
HME NEWS	2	2			4		
HME TODAY	1				1		
PRODUCT \$(000) BY TARGET							
RESP	3		3		6		
SLEEP THER	9	14			23		
HOME CARE	19	11			30		
CPAP UNITS - VPAP AUTO 25/VPAP ST		5	24	28	57		
RT			2	1	3		
SLEEP REVIEW			2	3	5		
HME NEWS			1	2	3		
HEMOCARE XTRA		1			1		
PRODUCT \$(000) BY TARGET							
RESP			9	5	14		
SLEEP THER			9	14	23		
HOME CARE		5	5	9	19		
SLEEP APNEA HOME MONITOR - APNEA LINK		9	20		29		
RESP MGMT			1		1		
RT			1		1		
SLEEP REVIEW		1	1		2		
HME TODAY		1	2		3		
PRODUCT \$(000) BY TARGET							
RESP			8		8		
SLEEP THER		5	5		10		
HOME CARE		4	8		12		
■ SMITH & NEPHEW ORTHOPAEDICS	249	211	175	253	888	295	201
COMPANY \$(000) BY TARGET							
RAD	4	4	11		19		
ORTHO	245	206	164	253	868		
ACETABULAR CUPS - R3	9	13	5	52	79		
AAOS NOW				2	2		
JBJS	1	2	1	2	6		
JNL AAOS				2	2		
JNL ARTHROPLASTY				2	2		
ORTHO TODAY	1	1		2	4		
ORTHOPEDICS				2	2		
PRODUCT \$(000) BY TARGET							
ORTHO	9	13	5	52	79		

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SAMPLE COMPANY DATA PG 5

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
DISPOSABLE PLATELET CONCENTRATOR - CAPTION	5		3		8		
AAOS NOW	1				1		
JNL ORTHO TRAUMA			1		1		
PRODUCT \$(000) BY TARGET							
ORTHO	5		3		8		
EDUCATIONAL PROGRAMS	5				5		
JBJS	1				1		
PRODUCT \$(000) BY TARGET							
ORTHO	5				5		
FRACTURE PLATING SYSTEM - PERI-LOC VLP		7	10	7	24		
JNL ORTHO TRAUMA		2	3	2	7		
PRODUCT \$(000) BY TARGET							
ORTHO		7	10	7	24		
HIP PROSTHESES - SL-PLUS		3			3		
JNL ARTHROPLASTY		1			1		
PRODUCT \$(000) BY TARGET							
ORTHO		3			3		
HIP RESURFACING IMPLANT - BIRMINGHAM	22	35	43	44	144		
AAOS NOW			1	1	2		
AMER JNL SPORTS			1	3	4		
JBJS	3	3	3	2	11		
JNL AAOS			2	2	4		
JNL ARTHROPLASTY			1		1		
ORTHO TODAY	2	1	1	1	5		
ORTHOPEDICS			1	2	3		
PRODUCT \$(000) BY TARGET							
ORTHO	22	35	43	44	144		
JOINT FLUID THERAPY INJECTION - SUPARTZ	22	42	23	24	111		
AAOS NOW	1	2	1	2	6		
JNL AAOS	2	1	1	1	5		
ORTHO TODAY		3	2	1	6		
PRODUCT \$(000) BY TARGET							
ORTHO	22	42	23	24	111		
KNEE PROSTHESES - JOURNEY	44	21	13	21	99		
AAOS NOW			1		1		
AMER JNL SPORTS		1	1	2	4		
JBJS	3	3		1	7		
JNL AAOS			1	1	2		
JNL ARTHROPLASTY	1				1		
ORTHO TODAY	2	1		1	4		
ORTHOPEDICS	1				1		
PRODUCT \$(000) BY TARGET							

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SAMPLE COMPANY DATA PG 6

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
ORTHO (contd)	44	21	13	21	99		
KNEE PROSTHESES - JOURNEY BCS	9		10		19		
JBJS	1		1		2		
ORTHO TODAY	1		1		2		
PRODUCT \$(000) BY TARGET							
ORTHO	9		10		19		
KNEE PROSTHESES - JOURNEY DEUCE	9	7		3	19		
AMER JNL SPORTS		1		1	2		
JBJS	1	1			2		
ORTHO TODAY	1				1		
PRODUCT \$(000) BY TARGET							
ORTHO	9	7		3	19		
KNEE PROSTHESES - JOURNEY PFJ	9	3			12		
AMER JNL SPORTS		1			1		
JBJS	1				1		
ORTHO TODAY	1				1		
PRODUCT \$(000) BY TARGET							
ORTHO	9	3			12		
KNEE PROSTHESES - LEGION	18	13	11	52	94		
AAOS NOW				3	3		
JBJS	2	2	1	1	6		
JNL AAOS				1	1		
JNL ARTHROPLASTY			1	2	3		
JNL KNEE SURG				1	1		
ORTHO TODAY	2	1		2	5		
ORTHOPEDICS			1	2	3		
PRODUCT \$(000) BY TARGET							
ORTHO	18	13	11	52	94		
MENISCAL REPAIR SYSTEM - ULTRA FAST-FIX		12			12		
ARTHROSCOPY		1			1		
PRODUCT \$(000) BY TARGET							
ORTHO		12			12		
NAILING SYSTEM - TRIGEN		7	10	16	33		
AAOS NOW			1	1	2		
JNL ORTHO TRAUMA		1		1	2		
PRODUCT \$(000) BY TARGET							
ORTHO		7	10	16	33		
NAILING SYSTEMS - TRIGEN/ INTERTAN	74	26	10	10	120		
AAOS NOW	2	2	1	1	6		
JNL ORTHO TRAUMA	3	1			4		
JNL ORTHO TRAUMA (SUPPLEMENT)	3				3		

2008 AD ACTIVITY:

SAMPLE COMPANY DATA PG 7

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
PRODUCT \$(000) BY TARGET							
ORTHO	74	26	10	10	120		
NAILING SYSTEMS - TRIGEN/META-NAIL		11	22	16	49		
AAOS NOW		1	1	1	3		
JNL ORTHO TRAUMA			3	1	4		
PRODUCT \$(000) BY TARGET							
ORTHO		11	22	16	49		
SHOULDER PROSTHESES - PROMOS		2			2		
JNL SHOULDER/ELBOW		1			1		
PRODUCT \$(000) BY TARGET							
ORTHO		2			2		
ULTRASOUND BONE HEALING SYSTEM - EXOGEN 4000+	21	5	5	9	40		
JBJS	2	1			3		
JNL ORTHO TRAUMA	2			1	3		
ORTHO TODAY	1		1	1	3		
PRODUCT \$(000) BY TARGET							
ORTHO	21	5	5	9	40		
VERTEBROPLASTY BONE CEMENT - SPINE-FIX	4	4	11		19		
AJNR: AMER JNL NEURORAD	2	2	1		5		
JVIR			2		2		
PRODUCT \$(000) BY TARGET							
RAD	4	4	11		19		
■ TOSHIBA AMERICA MEDICAL SYSTEMS	118	110	118	155	501	599	-16
COMPANY \$(000) BY TARGET							
RAD	84	80	91	115	370		
CARD	27	30	20	41	118		
HOSP/HC MGMT	7		7		14		
ANGIO/INTRV SYSTEM - INFINIX-i	19	24	9	17	69		
ACC CARD REVIEW JNL	1				1		
CATH LAB DIGEST	1		1	2	4		
DIAGNOSTIC/INV CARD		2			2		
JACC: CARD IMAGING	1	1	1	1	4		
PRODUCT \$(000) BY TARGET							
CARD	19	24	9	17	69		
CORPORATE	7		7		14		
HC INFORMATICS	1		1		2		
PRODUCT \$(000) BY TARGET							
HOSP/HC MGMT	7		7		14		
CT SYSTEM - AQUILION	78	40	5	47	170		

2008 AD ACTIVITY:

SAMPLE COMPANY DATA PG 8

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
DIAG IMG (CARD IMG SUPP) (contd)	2			1	3		
DIAG IMG (RSNA IN REVIEW/ RSNA ADVISOR)	1				1		
DIAGNOSTIC IMG	1	2		1	4		
IMG TECHNOLOGY NEWS				1	1		
RADIOGRAPHICS	1	1		1	3		
RADIOLOGY	2	1	1	1	5		
ACC CARD REVIEW JNL	1				1		
DIAGNOSTIC/INV CARD				1	1		
PRODUCT \$(000) BY TARGET							
RAD	70	40	5	40	155		
CARD	8			7	15		
CT SYSTEM - AQUILION ONE			24	40	64		
DIAG IMG (RSNA IN REVIEW/ RSNA ADVISOR)				1	1		
DIAGNOSTIC IMG			1		1		
IMG TECHNOLOGY NEWS				1	1		
RADIOGRAPHICS				1	1		
RADIOLOGY			1		1		
PRODUCT \$(000) BY TARGET							
RAD			24	40	64		
CT SYSTEM - AQUILION w/ SURE PLAQUE				14	14		
DIAGNOSTIC/INV CARD				1	1		
PRODUCT \$(000) BY TARGET							
CARD				14	14		
MRI SYSTEM - VANTAGE TITAN		37	63	34	134		
APPLIED RAD		1	2		3		
DIAGNOSTIC IMG		1	2	1	4		
RADIOGRAPHICS		1	1	1	3		
RADIOLOGY		1	1	2	4		
PRODUCT \$(000) BY TARGET							
RAD		37	63	34	134		
MRI SYSTEM - VANTAGE/ NON-CONTRAST PROTOCOLS	14	4			18		
DIAGNOSTIC IMG	1				1		
RADIOLOGY	1	1			2		
PRODUCT \$(000) BY TARGET							
RAD	14	4			18		
ULTRASOUND SCANNER - ARTIDA		6	11	3	20		
JACC: CARD IMAGING			1		1		
JASE: JNL ECHOCARD		2	3	1	6		
PRODUCT \$(000) BY TARGET							
CARD		6	11	3	20		