Please select one of the following for use on this sell sheet.

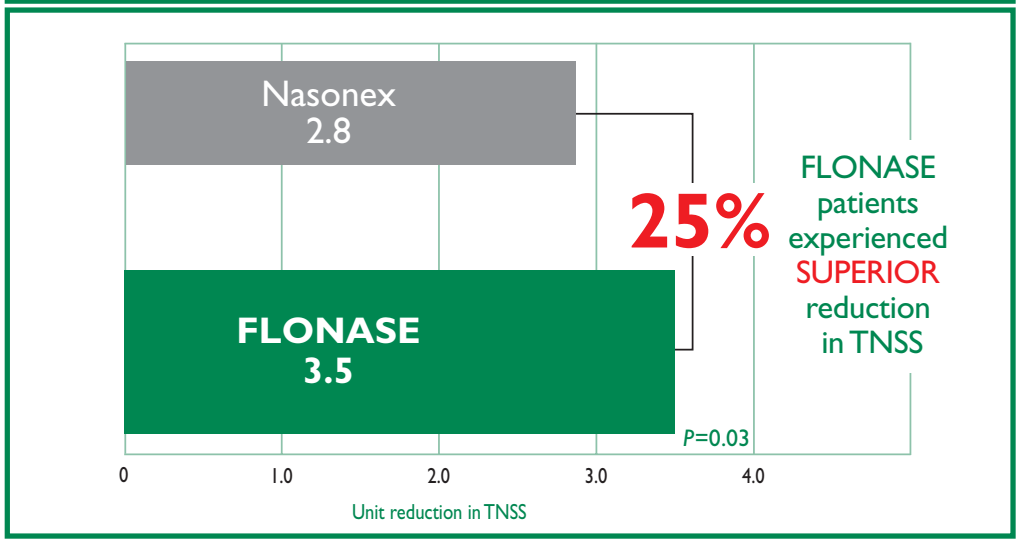
- ☐ Preferred* on More Managed Care Plans [in STATE/NATIONALLY] Than Any Other INS[2]
- ☐ Covered on Second Tier [in STATE/NATIONALLY] More Than Any Other INS[2]
- ☐ Available on [State][MCO][DOD][Preferred* Drug List][Formulary][2]

* Preferred means included on formulary of reimbursable drugs based on internal review and approval. Typically means 2nd tier coverage within tiered plans, and in non-tiered plans refers to approved.

2. MediMedia USA Formulary Compass - [Month Year], N=[xxx].

Choose greater EFFICACY for your patients with SEASONAL ALLERGIC RHINITIS...

SUPERIOR REDUCTION in Patient-Rated TOTAL NASAL SYMPTOM SCORES (TNSS) vs NASONEX[1]



- Patients given **FLONASE** experienced **GREATER RELIEF** of **NASAL SYMPTOMS** in a head-to-head clinical study of seasonal allergic rhinitis (SAR) sponsored by Schering Corporation, the maker of Nasonex®.
- **TOTAL NASAL SYMPTOM SCORE (TNSS)** is the sum of individual scores for each of the symptoms evaluated by patients. Symptoms include **NASAL CONGESTION**, runny nose, sneezing, and nasal itching.

Insert above selection here:

Preferred* on More Managed Care Plans in [STATE/NATIONALLY] Than Any Other INS[2]

A multicenter, randomized, double-blind, parallel-group, double-dummy, placebo-controlled trial with 311 patients (≥12 years of age) experiencing symptoms of seasonal allergic rhinitis. FLONASE (200 mcg), Nasonex (200 mcg), or placebo was administered once daily each morning for 15 days. Patients rated their symptoms of nasal congestion, runny nose, sneezing, and nasal itching twice daily. The mean change (unit reduction) from baseline in total nasal symptom scores (days 1-15) is illustrated in the graph (P=0.03). FLONASE and Nasonex vs placebo: P<0.01 (Unit reduction in TNSS for placebo=1.0).

Patients' nonallergic rhinitis status was not reported.

[*Preferred means included on formulary of reimbursable drugs based on internal review and approval. Typically means 2nd tier coverage within tiered plans, and in non-tiered plans refers to approved.]

Adverse events comparable to vehicle placebo. The most commonly reported adverse events in patients receiving FLONASE (100 mcg and 200 mcg) in clinical trials were headache (7%-16% vs 15% vehicle placebo), pharyngitis (6%-8% vs 7% vehicle placebo), and epistaxis (6%-7% vs 5% vehicle placebo).

For optimal effect, use FLONASE at regular intervals.

Please consult accompanying complete Prescribing Information.

WHEN NASAL

CONGESTION

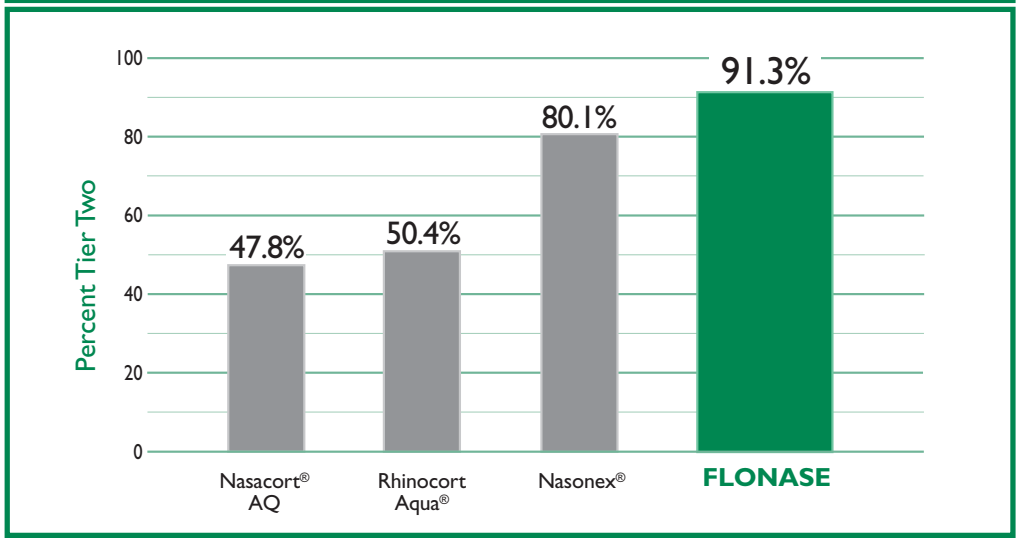
IS CERTAIN, BUT THE TRIGGERS ARE NOT

PRESCRIBE FLONASE FIRST

Flonase®
(fluticasone propionate)
Nasal Spray, 50 mcg

Choose SAVINGS for your NASAL ALLERGY patients...

FLONASE has the HIGHEST Tier Two COVERAGE NATIONWIDE of all BRANDED INSs



Source: MediMedia USA Formulary Compass - June 2005 for all Managed Care Organizations (HMO, PPO, POS, HMO-Medicare, HMO-Medicaid) (1527 reporting).

- **FLONASE** has the **HIGHEST** Tier Two formulary **COVERAGE** of all branded intranasal corticosteroids (INSs)[2]
- **FLONASE** has the **LOWEST** average **CO-PAY** of all branded INSs[3*]
- **FLONASE** is the **#1** prescribed INS[†] nationwide

*Includes all commercially adjudicated pharmacy transactions for ≤30-day supply excluding nulls, cash, federal programs, and discount cards.

†***Vector One™: National*** **(VONA)** from Verispan; January 1991-March 2005.

References: 1. Drouin MA. Trial 194-001. Efficacy and safety of mometasone furoate aqueous nasal spray vs placebo and vs fluticasone propionate (Flonase) in seasonal allergic rhinitis (SAR) patients. FDA Web site. Summary Basis of Approval section of the New Drug Application for Nasonex, NDA #20-762. Available at: http://www.fda.gov/cder/foi/nda/97/020762ap_Nasonex_medrP2.pdf. Accessed June 7, 2005. **2.** MediMedia USA Formulary Compass - June 2005. **3.** NDCHealth Dynamic Claims Analyzer; September 2004 - April 2005.

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For optimal effect, use FLONASE at regular intervals.

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WHEN NASAL

CONGESTION

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Flonase®
(fluticasone propionate)
Nasal Spray, 50 mcg