

RETAIL RATINGS REPORT

YEAR OVER YEAR

CONSUMER PREFERENCE - TOP 10

Retail Category: Prescription Drugs (Shop at Most Often)

Consumer

Segment: Men

Period: May 2009 v. May 2008

Store	Men		Share +/-	CEI
	Share May. 2008	Share May. 2009		
Walgreens	14.2%	18.2%	4.0	127.87
WalMart	7.4%	10.7%	3.3	143.68
CVS	12.7%	13.5%	0.8	105.93
Target	1.5%	2.2%	0.7	149.05
Giant	0.3%	0.7%	0.5	274.62
Rite Aid	5.4%	5.8%	0.3	106.41
Costco	0.8%	1.1%	0.3	134.41
Kaiser Permanente	1.0%	1.3%	0.3	125.10
Kroger	1.4%	1.6%	0.2	114.40
Medco	1.2%	1.1%	-0.1	92.03

Share: Percentage of consumers in the Segment that who have their Prescriptions Filled Most Often at the following locations. Responses are unaided and are an indicator of Retailer Customer Loyalty.

Consumer Equity Index™ (CEI): Year over year index showing growth or decline of Consumer Preference Share. Index of 100 is flat, Index of 105 indicates 5% growth.

