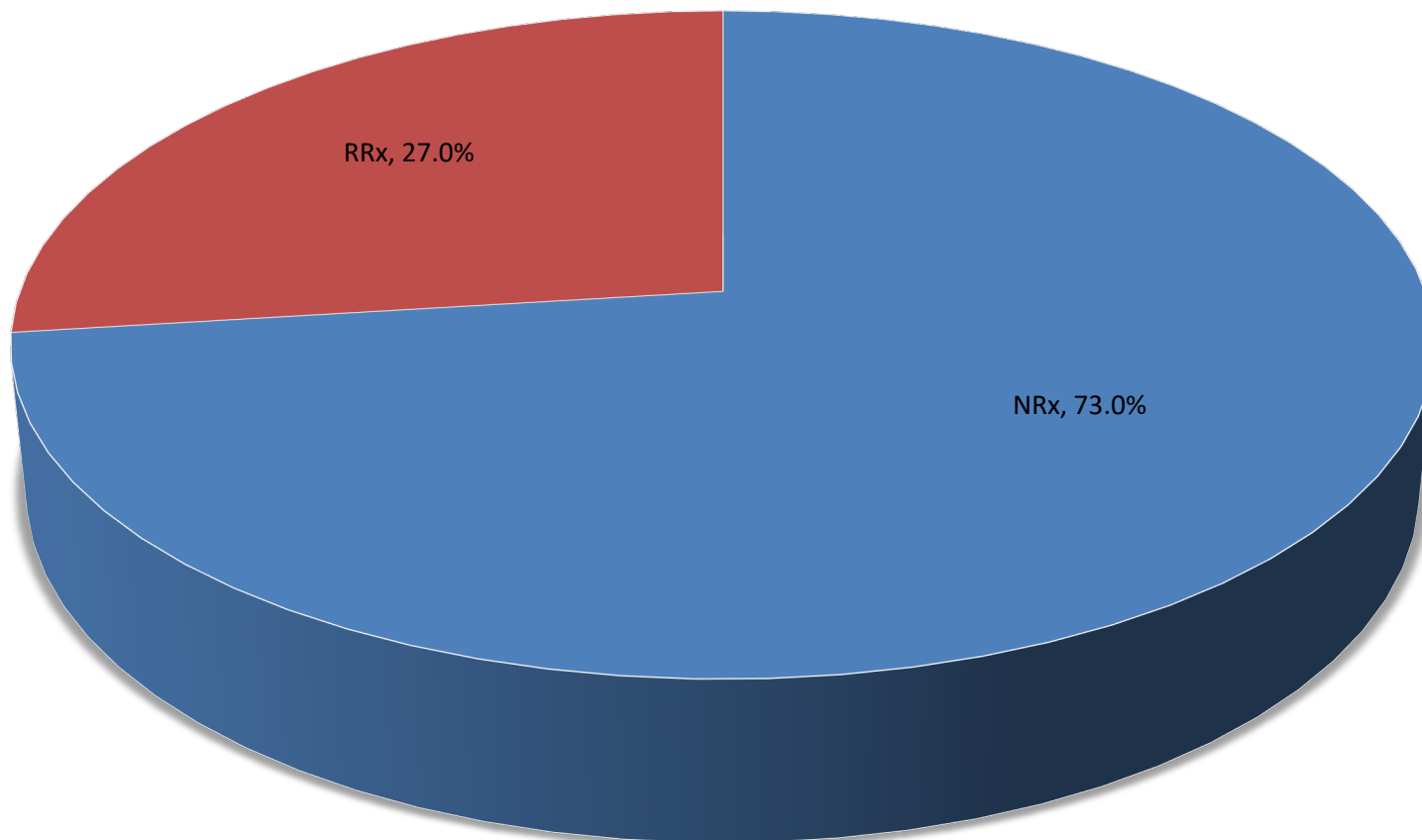
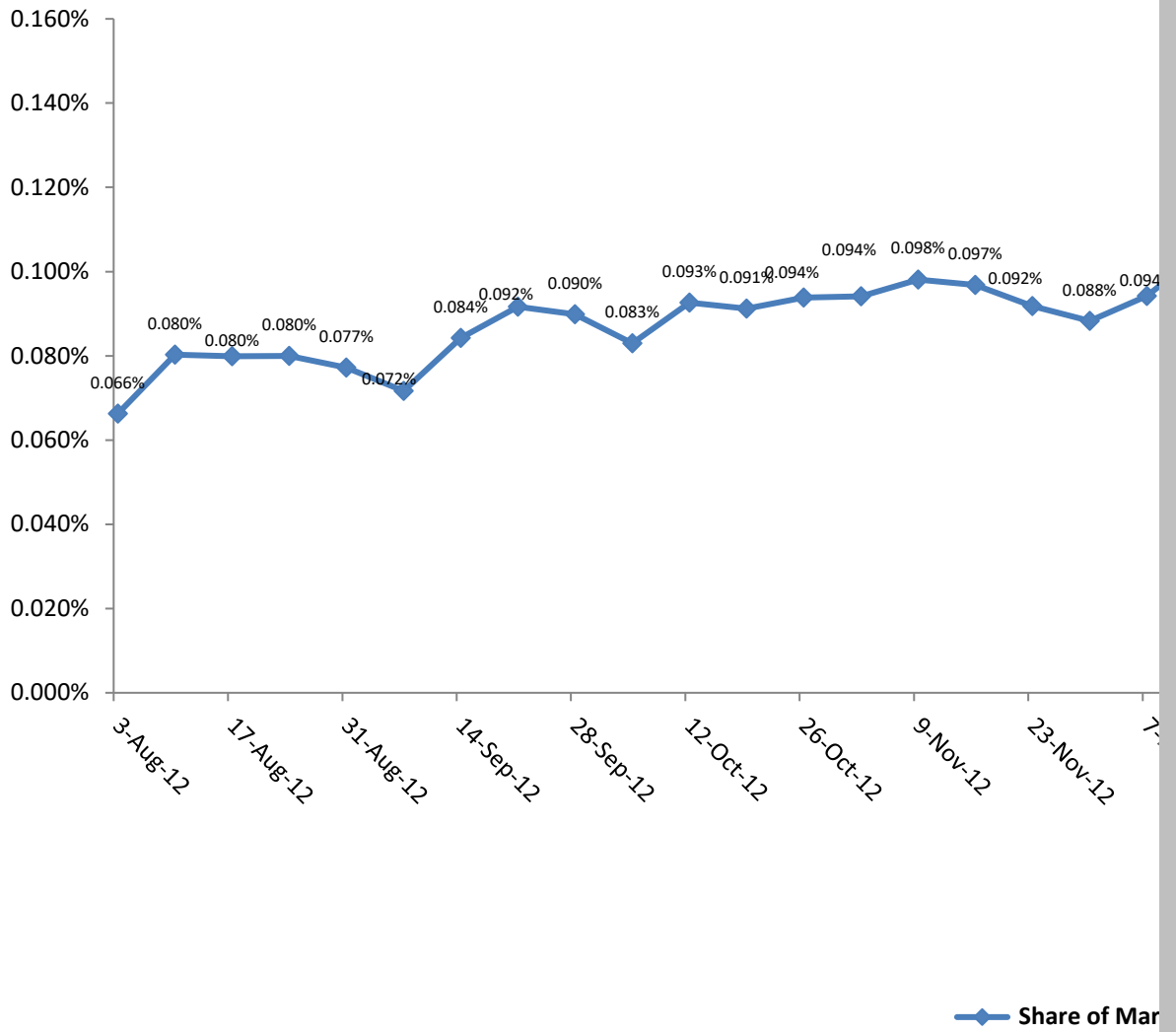


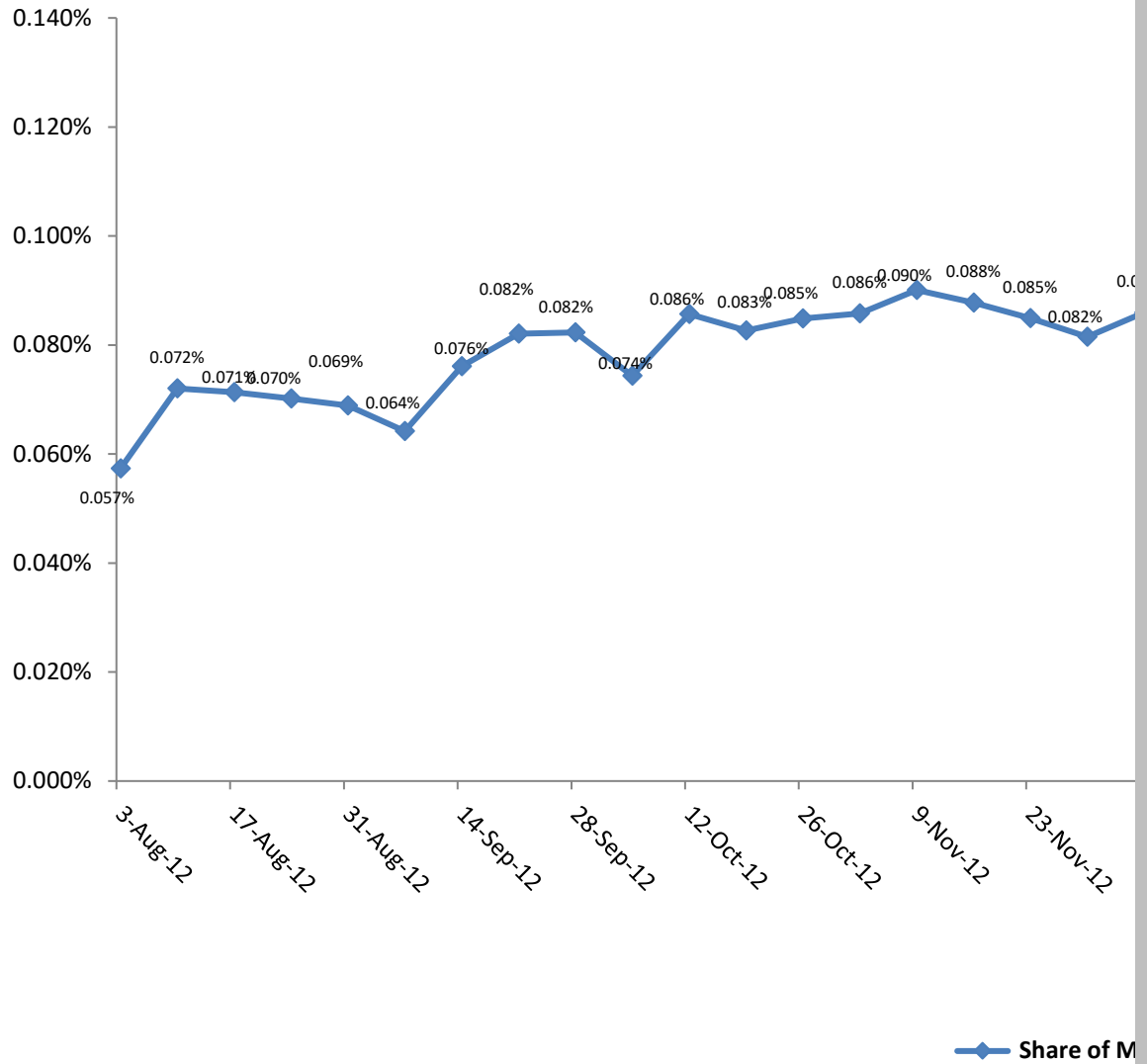
**Intermezzo Total NRx vs. Total RRx  
Week ending March 22, 2013  
(Source: IMS NPA)**



# Intermezzo Total Rx Share of Insomnia



# Intermezzo True Rx Share of Insomnia Ma



Source: IMS NPA Data

Data includes retail pharmacy, mail order and LTC channels

Numbers are absolute

	23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12
<b>Total Market TRx</b>	1,370,896	1,384,239	1,432,279	1,369,297
Intermezzo Total	-	0	92	410
Intermezzo True			88	392
<b>Share of Market (Total TRx)</b>			<b>0.006%</b>	<b>0.030%</b>
<b>Share of Market (True TRx)</b>			<b>0.006%</b>	<b>0.029%</b>

20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12	25-May-12
1,375,370	1,382,029	1,465,269	1,372,778	1,358,917	1,377,379
468	461	551	581	577	644
406	400	466	482	474	539
<b>0.034%</b>	<b>0.033%</b>	<b>0.038%</b>	<b>0.042%</b>	<b>0.042%</b>	<b>0.047%</b>
<b>0.030%</b>	<b>0.029%</b>	<b>0.032%</b>	<b>0.035%</b>	<b>0.035%</b>	<b>0.039%</b>

1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12
1,308,074	1,406,687	1,355,575	1,354,480	1,386,497	1,324,286	1,403,405
561	801	760	840	842	715	904
494	678	657	720	728	646	808
<b>0.043%</b>	<b>0.057%</b>	<b>0.056%</b>	<b>0.062%</b>	<b>0.061%</b>	<b>0.054%</b>	<b>0.064%</b>
<b>0.038%</b>	<b>0.048%</b>	<b>0.048%</b>	<b>0.053%</b>	<b>0.053%</b>	<b>0.049%</b>	<b>0.058%</b>

20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12
1,369,334	1,324,286	1,369,334	1,324,286	1,369,334	1,377,799
894	939	907	1,063	1,094	1,102
789	818	785	954	977	967
<b>0.065%</b>	<b>0.071%</b>	<b>0.066%</b>	<b>0.080%</b>	<b>0.080%</b>	<b>0.080%</b>
<b>0.058%</b>	<b>0.062%</b>	<b>0.057%</b>	<b>0.072%</b>	<b>0.071%</b>	<b>0.070%</b>

31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12	28-Sep-12
1,415,168	1,359,788	1,416,839	1,394,006	1,407,414
1,093	974	1,194	1,278	1,265
975	873	1,078	1,144	1,158
<b>0.077%</b>	<b>0.072%</b>	<b>0.084%</b>	<b>0.092%</b>	<b>0.090%</b>
<b>0.069%</b>	<b>0.064%</b>	<b>0.076%</b>	<b>0.082%</b>	<b>0.082%</b>



5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12
1,461,046	1,385,829	1,391,512	1,389,095	1,378,667
1,212	1,284	1,269	1,303	1,298
1,086	1,187	1,150	1,179	1,183
<b>0.083%</b>	<b>0.093%</b>	<b>0.091%</b>	<b>0.094%</b>	<b>0.094%</b>
<b>0.074%</b>	<b>0.086%</b>	<b>0.083%</b>	<b>0.085%</b>	<b>0.086%</b>

9-Nov-12	16-Nov-12	23-Nov-12	30-Nov-12	7-Dec-12
1,409,855	1,391,492	1,208,449	1,482,181	1,470,840
1,383	1,347	1,109	1,308	1,385
1,270	1,221	1,026	1,208	1,264
<b>0.098%</b>	<b>0.097%</b>	<b>0.092%</b>	<b>0.088%</b>	<b>0.094%</b>
<b>0.090%</b>	<b>0.088%</b>	<b>0.085%</b>	<b>0.082%</b>	<b>0.086%</b>

14-Dec-12	21-Dec-12	28-Dec-12	4-Jan-13	11-Jan-13
1,417,828	1,444,247	1,170,577	1,356,237	1,475,389
1,489	1,534	995	985	1,290
1,377	1,430	943	918	1,205
<b>0.105%</b>	<b>0.106%</b>	<b>0.085%</b>	<b>0.073%</b>	<b>0.087%</b>
<b>0.097%</b>	<b>0.099%</b>	<b>0.081%</b>	<b>0.068%</b>	<b>0.082%</b>

18-Jan-13	25-Jan-13	1-Feb-13	8-Feb-13	15-Feb-13
1,422,268	1,317,001	1,399,365	1,435,241	1,378,842
1,532	1,527	1,782	1,830	1,887
1,377	1,354	1,568	1,606	1,638
<b>0.108%</b>	<b>0.116%</b>	<b>0.127%</b>	<b>0.128%</b>	<b>0.137%</b>
<b>0.097%</b>	<b>0.103%</b>	<b>0.112%</b>	<b>0.112%</b>	<b>0.119%</b>

22-Feb-13	1-Mar-13	8-Mar-13	15-Mar-13	22-Mar-13
1,334,165	1,439,081	1,454,057	1,390,065	1,372,433
1,907	1,963	1,948	1,885	1,939
1,631	1,664	1,675	1,602	1,665
<b>0.143%</b>	<b>0.136%</b>	<b>0.134%</b>	<b>0.136%</b>	<b>0.141%</b>
<b>0.122%</b>	<b>0.116%</b>	<b>0.115%</b>	<b>0.115%</b>	<b>0.121%</b>

29-Mar-13

1/1 Week Growth

-1.3%

2.9%

3.9%



**Intermezzo Total Rxs for the week ending**

<b>Strength</b>	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	739	228	967
3.5mg	677	295	972
<b>Total</b>	<b>1,416</b>	<b>523</b>	<b>1,939</b>

**Distribution of Total New versus Refill Rxs for Intermezzo**

<b>Strength</b>	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	76.4%	23.6%	100.0%
3.5mg	69.7%	30.3%	100.0%
<b>Total</b>	<b>73.0%</b>	<b>27.0%</b>	<b>100.0%</b>

**Distribution of Intermezzo Total Rxs by Strength**

<b>Strength</b>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
1.75mg	52.2%	43.6%	49.9%
3.5mg	47.8%	56.4%	50.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



March 22, 2013

<u>Trial Card Redemptions</u>	<u>"True" Rx</u>
164	803
110	862
274	1,665