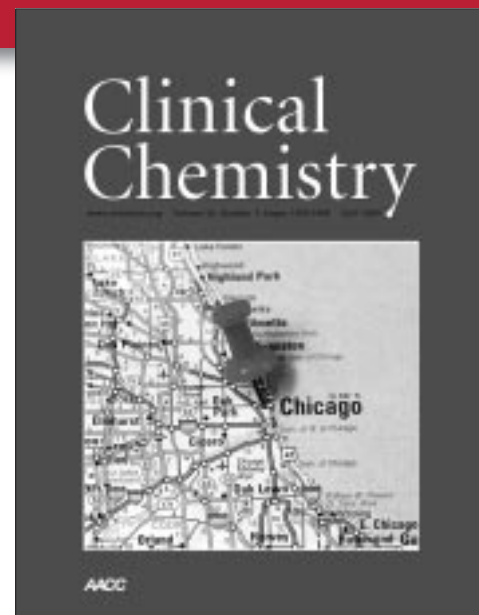
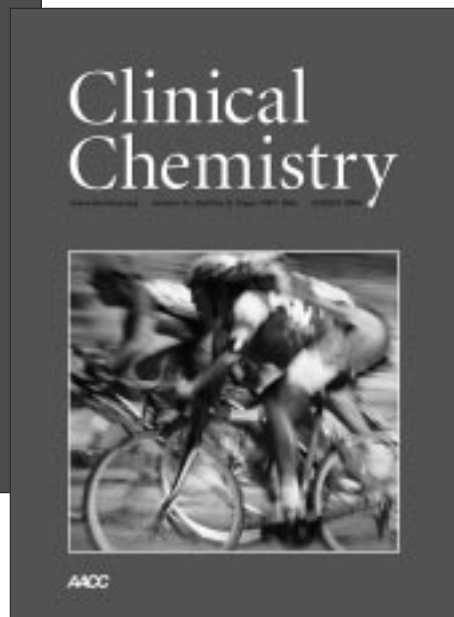


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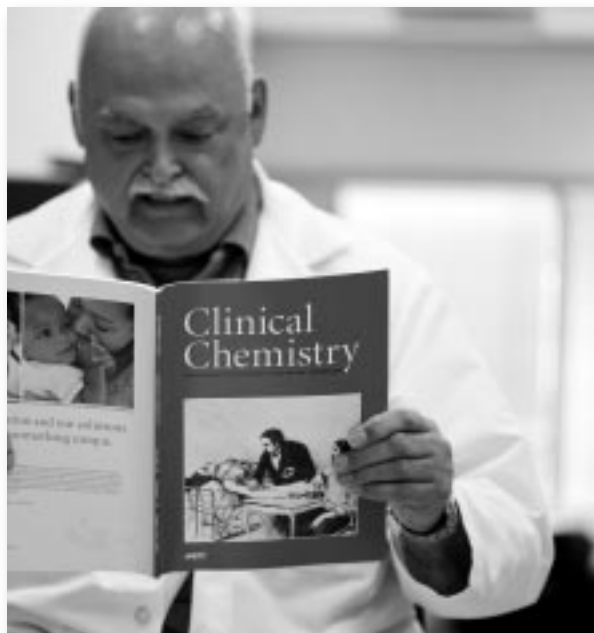
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# 55 YEARS OF CLINICAL CHEMISTRY



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## REACH THE MOST INFLUENTIAL DECISION MAKERS

76% of *Clinical Chemistry* readers influence purchases for the clinical lab.  
 37% of those make final selection of products.

|                               |     |
|-------------------------------|-----|
| Final selection in the lab    | 37% |
| Recommend products            | 25% |
| Evaluate options for purchase | 14% |

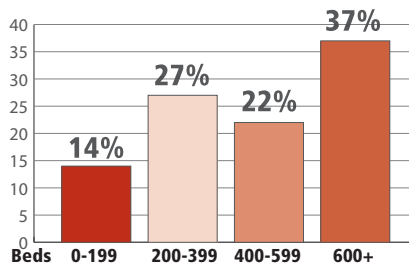
## REACH THE MOST IMPORTANT LABORATORY LEADERS

|                                            |     |
|--------------------------------------------|-----|
| Director/Manager/Administrator             | 36% |
| President/VP/Other Executive               | 13% |
| Pathologist/Other MD                       | 13% |
| Research or Development Scientist/Engineer | 9%  |
| Chief Med Tech/Lab Supervisor/POCT         | 9%  |
| Manufacturing/Operations/Marketing         | 6%  |
| Lab Technologist                           | 3%  |
| Clinical/Regulatory Affairs                | 2%  |

## REACH THE MOST SIGNIFICANT CUSTOMER LOCATIONS

|                                        |     |
|----------------------------------------|-----|
| Hospital Lab                           | 68% |
| Commercial/Reference/Public Health Lab | 23% |
| Group Practice/POL                     | 2%  |
| Research Lab                           | 2%  |

## WIDE VARIETY OF HOSPITAL BEDSIZE



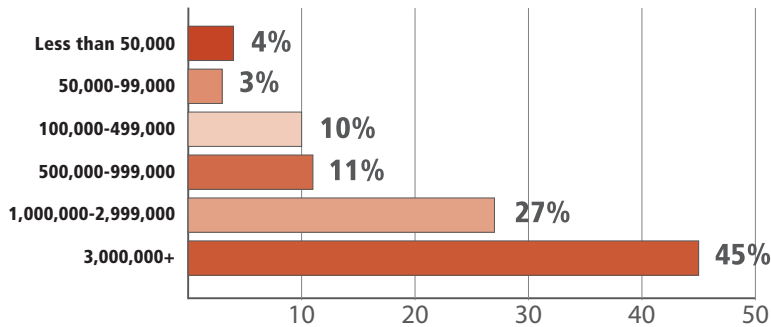
Source: Survey of *Clinical Chemistry* readers in July 2009

## THE MOST HEAVILY COVERED TOPICS IN CLINICAL CHEMISTRY IN 2009 WERE:

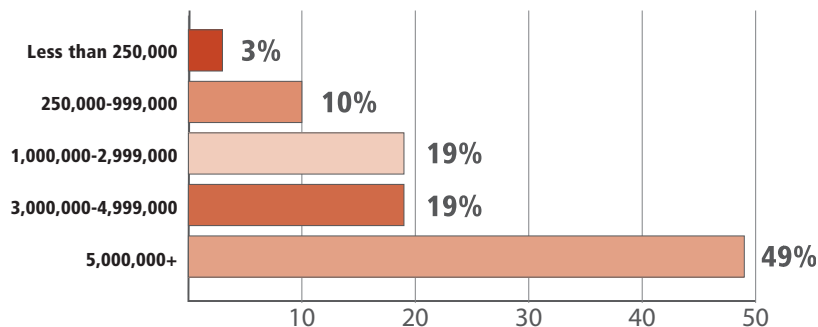
|                 |                                                             |
|-----------------|-------------------------------------------------------------|
| 25% of pages in | <b>Proteomics and Protein Markers</b>                       |
| 16% of pages in | <b>Molecular Diagnostics and Genetics</b>                   |
| 13% of pages in | <b>Lipids, Lipoproteins and Cardiovascular Risk Factors</b> |
| 8% of pages in  | <b>Drug Monitoring and Toxicology</b>                       |
| 7% of pages in  | <b>Endocrinology and Metabolism</b>                         |
| 6% of pages in  | <b>Automation and Analytical Techniques</b>                 |
| 4% of pages in  | <b>Evidence-Base Medicine and Test Utilization</b>          |

# REACH THE THOUGHT LEADERS IN THE LAB

## TEST VOLUMES IN READERS' LABORATORIES

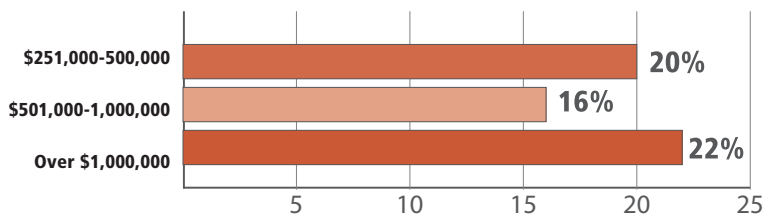


## TEST VOLUMES IN READERS' ENTIRE INSTITUTION



## READERS HAVE HIGH ANNUAL BUDGETS

58% of *Clinical Chemistry* readers have annual budgets for purchasing instrumentation and reagents that exceed \$250,000:



68% of readers pass along their issue of *Clinical Chemistry*:

Pass to:

|                |     |
|----------------|-----|
| 1-2.....       | 45% |
| 3-4.....       | 14% |
| 5 or more..... | 9%  |

*Clinical Chemistry* readers have multiple areas of management responsibility:

|                       |     |
|-----------------------|-----|
| Core Lab .....        | 44% |
| Chemistry Lab .....   | 64% |
| Immunoassay Lab.....  | 50% |
| Hematology Lab .....  | 19% |
| Coagulation Lab ..... | 19% |
| Satellite Lab .....   | 18% |
| POC.....              | 32% |

Source: Survey of *Clinical Chemistry* readers in July 2009

# WE BUY AND RECOMMEND YOUR PRODUCTS

## CLINICAL CHEMISTRY READERS BUY MUCH MORE THAN CHEMISTRY PRODUCTS

### Readers who recommend and/or purchase

|                                              |     |
|----------------------------------------------|-----|
| Automation/Robotics                          | 43% |
| Blood Collection                             | 32% |
| Blood Gas/Electrolyte Testing                | 42% |
| Bone Markers/Osteoporosis Testing            | 26% |
| Cancer Diagnostics/Markers                   | 41% |
| Cardiac Diagnostics/Markers                  | 47% |
| Chemistry Systems                            | 61% |
| Chemistry Reagents                           | 63% |
| Cholesterol /Lipids Testing                  | 49% |
| Coagulation Testing                          | 27% |
| DNA Testing                                  | 19% |
| Drugs-of-Abuse Testing                       | 39% |
| Endocrine Testing (diabetes only)            | 42% |
| Endocrine Testing (e.g., fertility, thyroid) | 47% |
| Genomics                                     | 12% |
| Hematology Systems                           | 27% |
| Hematology Reagents                          | 23% |
| Immunology/Autoimmune Testing                | 34% |
| Immunoassay Reagents                         | 58% |
| Infectious Disease Testing                   | 26% |
| Information Systems/Software                 | 32% |
| Microbiology Testing                         | 18% |
| Molecular Diagnostics/Genetics               | 26% |
| Pharmacogenomics                             | 10% |
| Point-of-Care (POCT) Testing                 | 45% |
| Proteomics                                   | 11% |
| Reference Lab Services                       | 32% |
| Therapeutic Drug Monitoring (TDM)            | 43% |
| Toxicology Testing                           | 32% |
| Urinalysis                                   | 39% |

### Readers who expect to make a purchase over the next 24 months

|                                              |     |
|----------------------------------------------|-----|
| Automation/Robotics                          | 34% |
| Blood Collection                             | 14% |
| Blood Gas/Electrolyte Testing                | 13% |
| Bone Markers/Osteoporosis Testing            | 10% |
| Cancer Diagnostics/Markers                   | 18% |
| Cardiac Diagnostics/Markers                  | 16% |
| Chemistry Systems                            | 38% |
| Chemistry Reagents                           | 31% |
| Cholesterol /Lipids Testing                  | 15% |
| Coagulation Testing                          | 12% |
| DNA Testing                                  | 10% |
| Drugs-of-Abuse Testing                       | 12% |
| Endocrine Testing (diabetes only)            | 12% |
| Endocrine Testing (e.g., fertility, thyroid) | 18% |
| Genomics                                     | 4%  |
| Hematology Systems                           | 14% |
| Hematology Reagents                          | 8%  |
| Immunology/Autoimmune Testing                | 12% |
| Immunoassay Systems                          | 30% |
| Immunoassay Reagents                         | 30% |
| Infectious Disease Testing                   | 12% |
| Information Systems/Software                 | 12% |
| Microbiology Testing                         | 10% |
| Molecular Diagnostics/Genetics               | 20% |
| Pharmacogenomics                             | 5%  |
| Point-of-Care (POCT) Testing                 | 20% |
| Proteomics                                   | 6%  |
| Reference Lab Services                       | 12% |
| Therapeutic Drug Monitoring (TDM)            | 12% |
| Toxicology Testing                           | 13% |
| Urinalysis                                   | 13% |

Source: Survey of Clinical Chemistry readers in July 2009

## FOR FURTHER INFORMATION

Contact Steve Hamburger at Scherago International (201) 653-4777 ext. 17; Fax (201) 653-5705.