



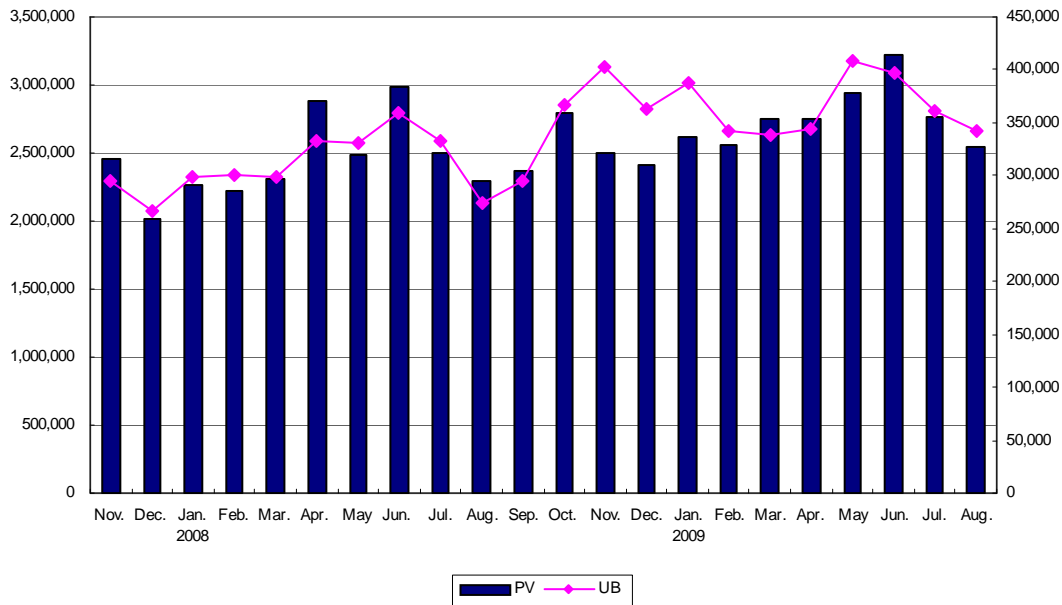
PAGE VIEWS

As of Sep. 3, 2009

Source: SiteCensus (Nielsen//NetRatings)

1. August 2009 page view and unique browser

◆ Monthly page view	2,544,366	◆ Average unique browser per day	18,431.29
◆ Monthly unique browser	342,874	◆ Number of email delivery as of Aug. 28	245,725
◆ Average page view per day	82,076.32		



2. Impressions and CTR for each Advertising Menu

	Jun. 1-30		Jul. 1-31		Aug. 1-31	
	Number of impression	CTR	Number of impression	CTR	Number of impression	CTR
Rotating Leaderboard	1,891,027	0.11%	1,788,945	0.13%	1,612,123	0.19%
Upper Side Rectangle	1,839,085	0.16%	1,749,484	0.21%	1,585,046	0.14%
Lower Side Rectangle	1,712,417	0.11%	1,625,966	0.09%	1,478,319	0.10%
Top Page Square Banner	298,098	0.16%	274,571	0.23%	268,987	0.28%
Text Ad (Information) *	9,873,113	0.09%	8,441,21	0.06%	7,553,808	0.08%

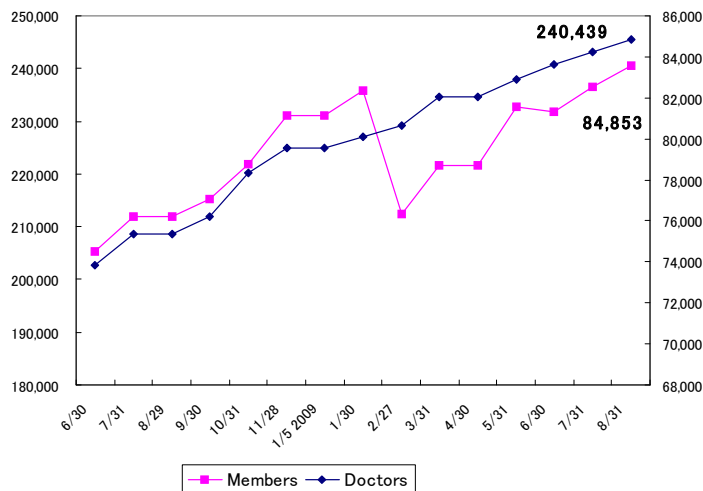
* The text ad impression numbers are the total of all 4 text ads. The click rates are average values



User Profile

As of Sep. 3, 2009

3. Membership



4. User Attribute

	Jun. 30	Jul. 31	Aug. 31
Doctor	83,640	84,254	84,853
Hospital Doctor	63,375	63,891	64,395
Hospital Administrator/Director	4,086	4,112	4,139
Clinical Administrator/Director	16,179	16,251	16,319
Dentist	2,918	2,956	2,993
Pharmacist	27,876	28,930	29,996
Nurse/Nursing Assistant	4,566	4,686	4,813
Other Medical Staff	30,020	30,954	31,396
Pharmaceutical Industry Employee	22,231	22,582	22,916
Other Medical-related Employee	15,734	16,071	16,383
Other	44,842	46,007	47,089

About Nikkei Medical Online Doctor Verification System

Nikkei Medical Online adopts an extremely strict system to verify the identification of our doctor users. This is because

- 1) to limit the medical staff when part of the patients information is disclosed, and
- 2) content pertaining to patients information is posted on bulletin board.

In our system, doctors are required to include the name and the year of the school they graduated from and the year of graduation. It allows only bona fide doctors to become our members. Furthermore, in order to prevent registration by a disguised person, we send a password to the applicant's work place.

While the system provides confidentiality and assurance, doctors may have to go through a troublesome procedure. The doctor members of Nikkei Medical Online are very active doctors who took trouble of registration by their own hands.

5. Department

Multiple answer up to 3 choices

	Jun. 30	Jul. 31	Aug. 31
Internal Medicine	30,671	30,889	31,067
Cardiovascular Disease	6,836	6,888	6,952
Cardiovascular Surgery	1,224	1,229	1,242
Respiratory Tract Medicine	3,120	3,150	3,189
Respiratory Tract Surgery	928	940	938
Gastroenterology	6,488	6,543	6,591
Gastric Surgery	3,887	3,916	3,947
Endocrine/Metabolic	1,994	2,020	2,040
Kidney	1,594	1,615	1,633
Haematology	990	1,000	1,009
Allergies	1,583	1,591	1,608
Rheumatism	1,580	1,593	1,603
Geriatrics	706	712	722
Neurology	1,984	2,008	2,028
Cranial Neurology	2,433	2,457	2,477
Psychiatry/Neurology	3,418	3,446	3,473
Psychosomatics	991	996	1,003
Paediatrics	6,905	6,946	7,004
Paediatric Surgery	342	341	342
Surgery	6,716	6,753	6,798
Orthopaedic Surgery	5,669	5,713	5,740
Rehabilitation	2,346	2,368	2,380
Plastic Surgery	840	848	857
Obstetrics/Gynaecology	3,176	3,189	3,211
Ophthalmology	2,075	2,095	2,110
Ear, Nose & Throat	2,118	2,128	2,142
Dermatology	2,581	2,601	2,616
Urology	2,066	2,082	2,093
Radiology	1,947	1,964	1,988
Anaesthesia	2,735	2,756	2,773
Emergency/ICU	1,790	1,818	1,839
Oral Surgery	97	95	96
STDs	58	58	59
Proctology	472	473	476
Basic Medicine	967	977	983
Other Medicine	861	875	889
Other Surgery	483	466	501