



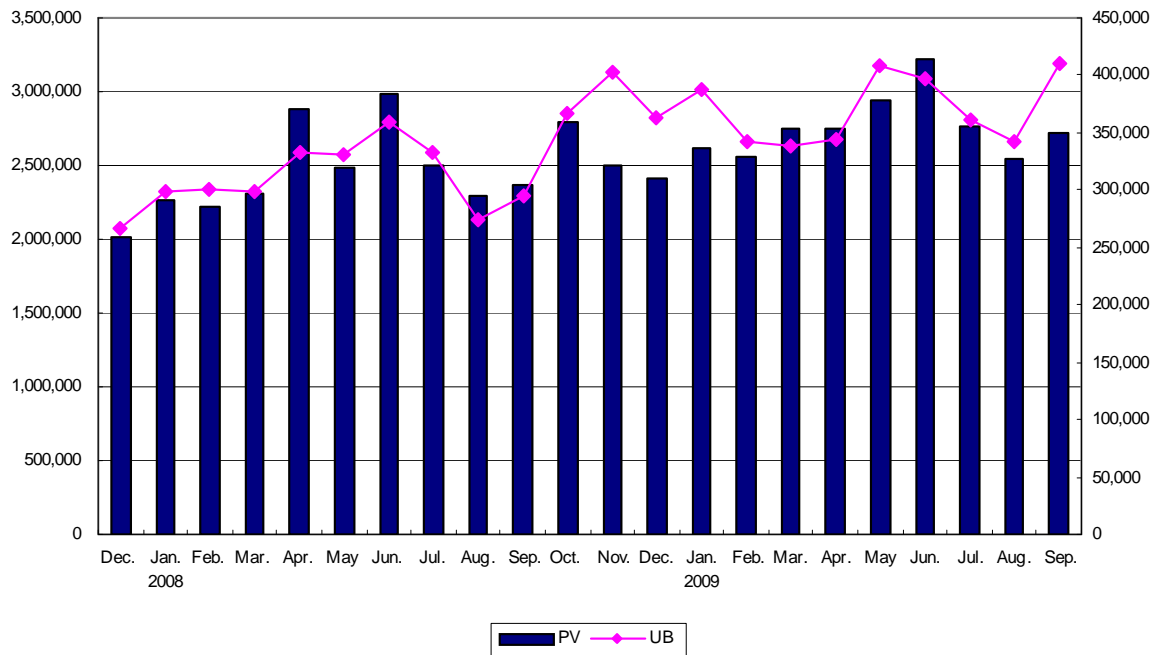
PAGE VIEWS

As of Oct. 6, 2009

Source: SiteCensus (Nielsen/NetRatings)

1. Sep. 2009 page view and unique browser

◆ Monthly page view	2,714,689	◆ Average unique browser per day	21,437.23
◆ Monthly unique browser	410,761	◆ Number of email delivery as of Jul. 31	250,233
◆ Average page view per day	90,489.63		



2. Impressions and CTR for each Advertising Menu

	Jul. 1-31		Aug. 1-31		Sep. 1-30	
	Number of impression	CTR	Number of impression	CTR	Number of impression	CTR
Rotating Leaderboard	1,788,945	0.13%	1,612,123	0.19%	1,784,358	0.14%
Upper Side Rectangle	1,749,484	0.21%	1,585,046	0.14%	1,748,151	0.20%
Lower Side Rectangle	1,625,966	0.09%	1,478,319	0.10%	1,635,001	0.06%
Top Page Square Banner	274,571	0.23%	268,987	0.28%	269,433	0.30%
Text Ad (Information) *	8,441,21	0.06%	7,553,808	0.08%	8,253,263	0.10%

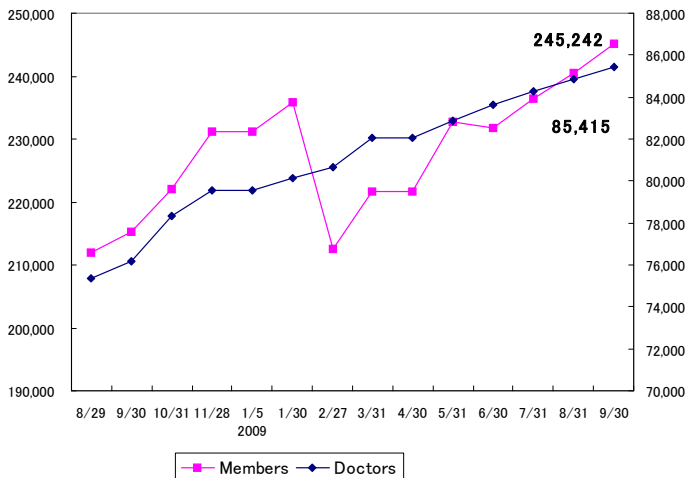
* The text ad impression numbers are the total of all 4 text ads. The click rates are average values



User Profile

As of Oct. 6, 2009

3. Membership



4. User Attribute

	Jul. 31	Aug. 31	Sep. 30
Doctor	84,254	84,853	85,415
Hospital Doctor	63,891	64,395	64,883
Hospital Administrator/Director	4,112	4,139	4,151
Clinical Administrator/Director	16,251	16,319	16,381
Dentist	2,956	2,993	3,066
Pharmacist	28,930	29,996	31,063
Nurse/Nursing Assistant	4,686	4,813	4,942
Other Medical Staff	30,954	31,396	31,921
Pharmaceutical Industry Employee	22,582	22,916	23,383
Other Medical-related Employee	16,071	16,383	16,733
Other	46,007	47,089	48,719

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

	Jul. 31	Aug. 31	Sep. 30
Internal Medicine	30,889	31,067	31,253
Cardiovascular Disease	6,888	6,952	7,000
Cardiovascular Surgery	1,229	1,242	1,253
Respiratory Tract Medicine	3,150	3,189	3,212
Respiratory Tract Surgery	940	938	940
Gastroenterology	6,543	6,591	6,646
Gastroenterological Surgery	3,916	3,947	3,968
Endocrine/Metabolic	2,020	2,040	2,058
Kidney	1,615	1,633	1,647
Haematology	1,000	1,009	1,018
Allergies	1,591	1,608	1,612
Rheumatism	1,593	1,603	1,616
Geriatrics	712	722	728
Neurology	2,008	2,028	2,043
Cranial Nerve Surgery	2,457	2,477	2,492
Psychiatry/Neurology	3,446	3,473	3,493
Psychosomatic Medicine	996	1,003	1,015
Pediatrics	6,946	7,004	7,068
Pediatric Surgery	341	342	341
Surgery	6,753	6,798	6,824
Orthopedic Surgery	5,713	5,740	5,763
Rehabilitation	2,368	2,380	2,392
Plastic Surgery	848	857	865
Obstetrics/Gynecology	3,189	3,211	3,230
Ophthalmology	2,095	2,110	2,127
Ear, Nose & Throat	2,128	2,142	2,157
Dermatology	2,601	2,616	2,632
Urology	2,082	2,093	2,103
Radiology	1,964	1,988	2,003
Anaesthesia	2,756	2,773	2,791
Emergency/ICU	1,818	1,839	1,864
Oral Surgery	95	96	94
STDs	58	59	60
Proctology	473	476	476
Basic Medicine	977	983	995
Other Medicine	875	889	911
Other Surgery	466	501	511



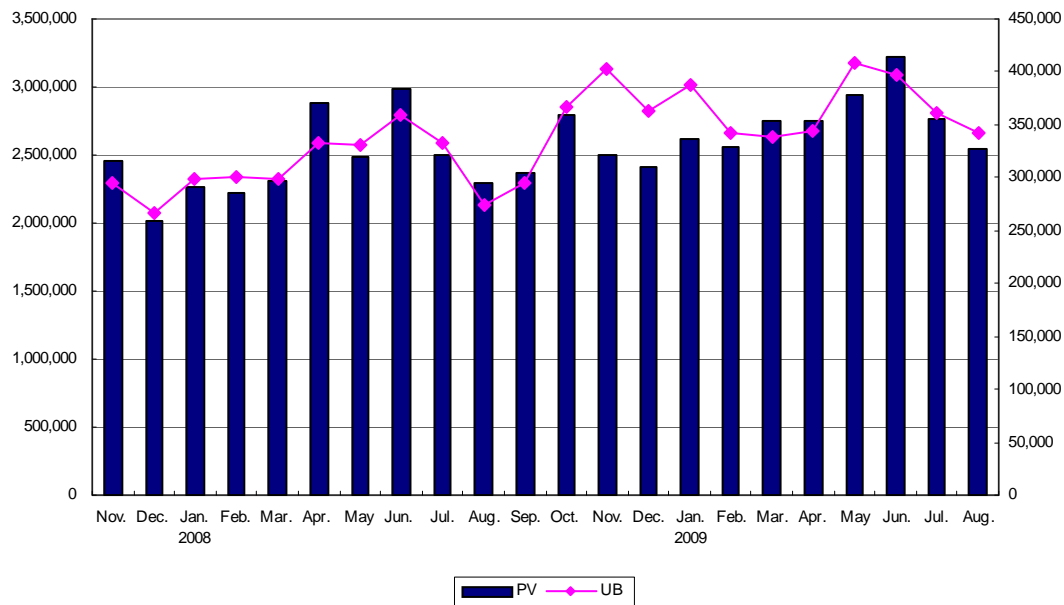
PAGE VIEWS

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%

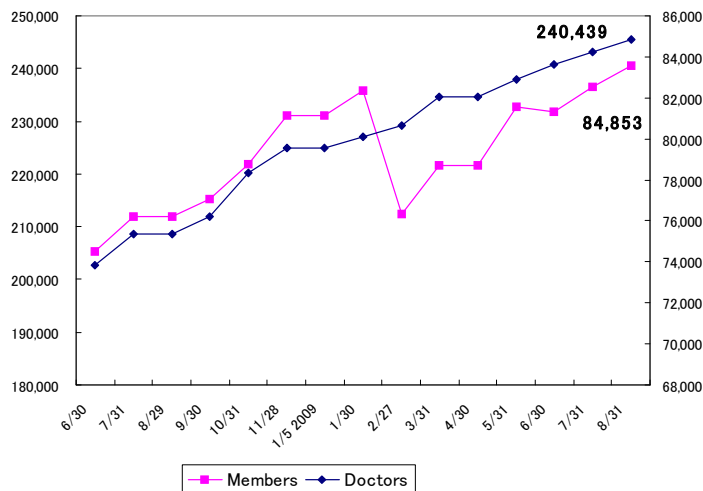
* The text ad impression numbers are the total of all 4 text ads. The click rates are average values



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

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- 1) to limit the medical staff when part of the patients information is disclosed, and
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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



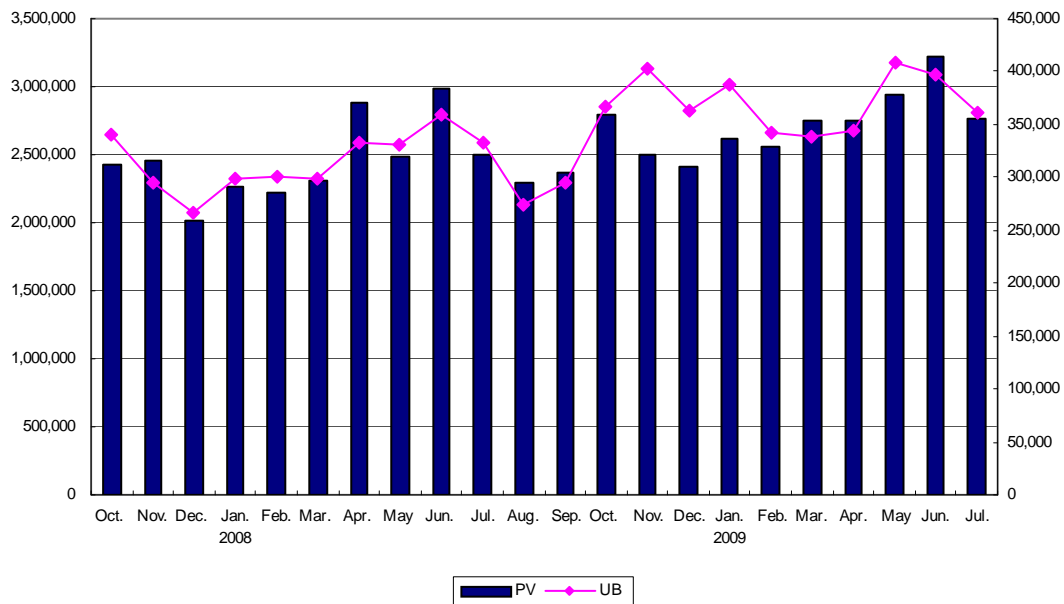
PAGE VIEWS

As of Aug. 5, 2009

Source: SiteCensus (Nielsen//NetRatings)

1. July 2009 page view and unique browser

◆ Monthly page view	2,771,801	◆ Average unique browser per day	19,991.03
◆ Monthly unique browser	361,576	◆ Number of email delivery as of Jul. 31	242,275
◆ Average page view per day	89,412.94		



2. Impressions and CTR for each Advertising Menu

	May 1-31		Jun. 1-30		Jul. 1-31	
	Number of impression	CTR	Number of impression	CTR	Number of impression	CTR
Rotating Leaderboard	1,754,173	0.16%	1,891,027	0.11%	1,788,945	0.13%
Upper Side Rectangle	1,717,862	0.14%	1,839,085	0.16%	1,749,484	0.21%
Lower Side Rectangle	1,561,679	0.09%	1,712,417	0.11%	1,625,966	0.09%
Top Page Square Banner	275,582	0.25%	298,098	0.16%	274,571	0.23%
Text Ad (Information) *	8,253,830	0.07%	9,873,113	0.09%	8,441,21	0.06%

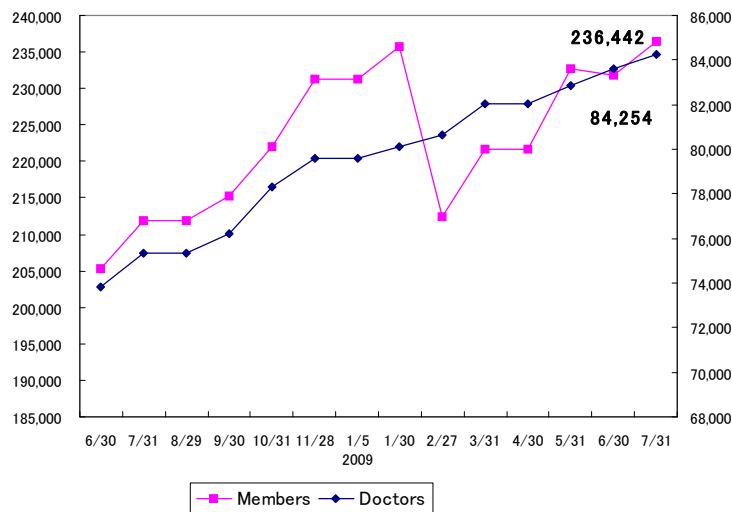
* The text ad impression numbers are the total of all 4 text ads. The click rates are average values



User Profile

As of Aug. 5, 2009

3. Membership



4. User Attribute

	May. 31	Jun. 30	Jul. 31
Doctor	82,877	83,640	84,254
Hospital Doctor	62,730	63,375	63,891
Hospital Administrator/Director	4,058	4,086	4,112
Clinical Administrator/Director	16,089	16,179	16,251
Dentist	2,862	2,918	2,956
Pharmacist	26,669	27,876	28,930
Nurse/Nursing Assistant	4,439	4,566	4,686
Other Medical Staff	28,927	30,020	30,954
Pharmaceutical Industry Employee	21,703	22,231	22,582
Other Medical-related Employee	15,393	15,734	16,071
Other	43,408	44,842	46,007

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5. Department

Multiple answer up to 3 choices

	May. 31	Jun. 30	Jul. 31
Internal Medicine	30,412	30,671	30,889
Cardiovascular Disease	6,744	6,836	6,888
Cardiovascular Surgery	1,214	1,224	1,229
Respiratory Tract Medicine	3,081	3,120	3,150
Respiratory Tract Surgery	926	928	940
Gastroenterology	6,397	6,488	6,543
Gastric Surgery	3,858	3,887	3,916
Endocrine/Metabolic	1,950	1,994	2,020
Kidney	1,573	1,594	1,615
Haematology	980	990	1,000
Allergies	1,562	1,583	1,591
Rheumatism	1,557	1,580	1,593
Geriatrics	700	706	712
Neurology	1,958	1,984	2,008
Cranial Neurology	2,406	2,433	2,457
Psychiatry/Neurology	3,390	3,418	3,446
Psychosomatics	979	991	996
Paediatrics	6,827	6,905	6,946
Paediatric Surgery	343	342	341
Surgery	6,663	6,716	6,753
Orthopaedic Surgery	5,623	5,669	5,713
Rehabilitation	2,313	2,346	2,368
Plastic Surgery	832	840	848
Obstetrics/Gynaecology	3,156	3,176	3,189
Ophthalmology	2,048	2,075	2,095
Ear, Nose & Throat	2,096	2,118	2,128
Dermatology	2,554	2,581	2,601
Urology	2,051	2,066	2,082
Radiology	1,936	1,947	1,964
Anaesthesia	2,716	2,735	2,756
Emergency/ICU	1,763	1,790	1,818
Oral Surgery	94	97	95
STDs	57	58	58
Proctology	456	472	473
Basic Medicine	957	967	977
Other Medicine	832	861	875
Other Surgery	480	483	466