

Welcome to *CPS* and e-CPS. We're saving your place.



December XX, 2008

Name
Company
Address
City, Province, Postal Code

Dear RETURNING GENERIC MANUFACTURER,

As the new Senior Director of Publications for the Canadian Pharmacists Association (CPhA), I would like to thank you for participating in the 2009 edition of *CPS* (print) and e-CPS (digital), and invite you to participate in the 2010 edition as well.

CPhA recognizes the changing market place and what that means for manufacturers. Whether your company is responding to increased competition, focusing its marketing efforts or both, *CPS* and e-CPS are a great way to get *your* information to *your* clients - and they tell us they turn to *CPS* and e-CPS time and time again.

Here's what health professionals are saying about *CPS* and e-CPS:

- "This is a real time saver!"
- "It is absolutely necessary for the type of work we do."
- "This is a wonderful product. It works each and every time, and is easy to use."

Health professionals don't have the luxury of time to search multiple sites - they need a one-stop reference that's current and credible. That's *CPS* and e-CPS. As part of e-Therapeutics, which combines e-CPS with additional therapeutic content, your target audience receives even more exposure to your products.

Pharmacists, with their expanding scope of practice and integration into primary care teams, are an increasingly important customer group. CPhA is the leading provider of Canadian drug and therapeutic information to Canadian pharmacists. Additionally, all pharmacies in provinces with reference library regulations are required to have a current copy of *CPS* or e-CPS.



CANADIAN
PHARMACISTS
ASSOCIATION

ASSOCIATION DES
PHARMACIENS
DU CANADA

By taking your place in *CPS* and e-CPS, you get:

- National and international exposure to pharmacists and other health care professionals
- Measurable results: Thousands of health care professionals access e-CPS several times a week*
- More products, better searchability and additional expert-reviewed content compared to the next leading competitor

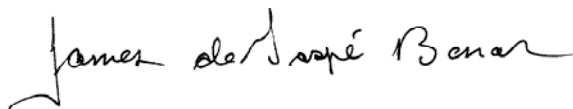
With your participation, *CPS* and e-CPS will continue to ensure health professionals receive the best, most current and most complete Canadian drug information possible.

You will receive your 2010 Participation Package in February 2009. Our users - your clients - tell us they want full product and prescribing information. When you submit a complete listing, you're meeting your clients' needs, and they get a more comprehensive resource to better serve the public.

CPhA will be introducing a new pricing model for *CPS* 2010. Details will be included in the Participation Packages coming in February 2009. In the meantime, we welcome an opportunity to discuss these pricing changes with you and invite you to contact us at cpssubmissions@pharmacists.ca to arrange a meeting at your earliest convenience.

Finally, I would like to wish you and your staff a happy, healthy and prosperous 2009. We at CPhA look forward to working with you in the new year.

Sincerely,



James De Gaspe Bonar
Senior Director, Digital Publishing Solutions

* Results from the e-CPS Usage and Attitude Bilingual Survey, 2008.

