



The PhRMA Card

Merchandise Rewards Program

With the adoption of the PhRMA Code in July 2008, Pharmaceutical Companies and Promotional Products Companies alike asked themselves: Now what?

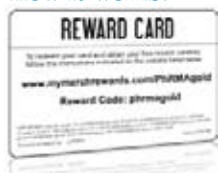
The Problem: There are limited promotional items available in the industry that help Pharmaceutical Companies effectively promote their products while complying with the new educational guidelines.

The Solution: The NEW PhRMA CARD. The PhRMA Card is distributed by Pharmaceutical Companies during office visits, allowing Health Care Professionals to go online and learn about new product enhancements. The PhRMA Card rewards the physician with thousands of medically relevant gift items, from Books to Medical Posters and Anatomic Models to Software Titles.



Brand the card and the online gift store!

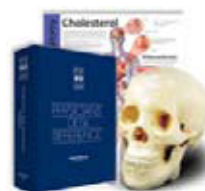
How It Works:



Log-On.
Visit the website on the back of your card.



Choose.
Choose from thousands of eligible PhRMA products!



Enjoy.
Your selection arrives to your door in days.



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