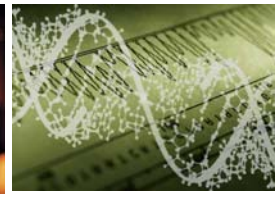
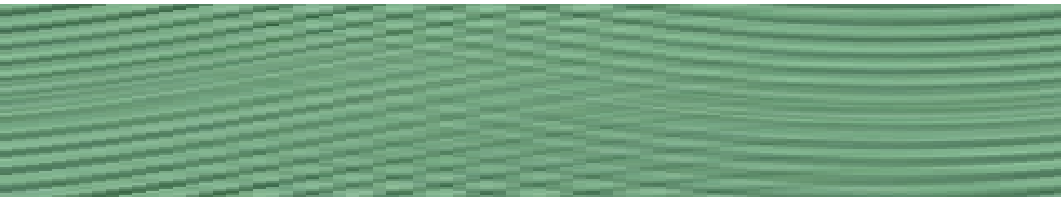


COPD Therapeutics – The Next Generation

New Approaches, Evolving Therapies



Report Prospectus



Applied Data Research

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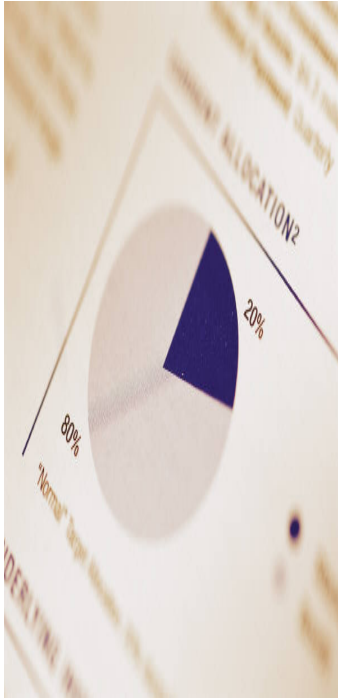
Applied Data Research is pleased to announce the publication of a new market study. **COPD – The Next Generation: New Approaches, Evolving Therapies** is a comprehensive evaluation and analysis of the technology, therapies and participants development new treatment approaches for chronic obstructive pulmonary disease..

Published in May (2008), the report has been designed and developed to provide pharmaceutical company decision makers, drug developers and formulators, drug device designers, and industry strategists with a detailed understanding of the therapeutic potential and treatment rationale for a set of evolving approaches to the family of conditions known as COPD. Provider organization business managers, healthcare administrators and investors will also benefit from this publication.

Innovative Approaches to an Growing Healthcare Problem

Primarily smoking-related, COPD is a progressive disorder of the lungs characterized by airflow obstruction. It is an umbrella term used to define diseases that cause airflow obstruction, such as chronic bronchitis, emphysema or combinations of both. Worldwide estimates for COPD reach as high as 600 million people. In the mid-1990s COPD was the fifth leading cause of mortality worldwide. The World Health Organization predicts that by 2020 it will be the third leading cause of death in the world. Therapies which address the underlying tissue damage in COPD and prevent the progressive decline in lung function which is a hallmark of this disease considered the path to improved patient quality-of-life.

A number of companies are taking a fresh look at COPD therapeutics, developing new and novel approaches to this family of diseases. By targeting the underlying pathologies causing COPD, these sector participants are attempting to move beyond the palliative treatments that have historically formed the standard of care for COPD patients.



Methodology

Research methodology is based on primary research in the form of in-depth interviews with key market participants, technology developers, supply chain participants, industry experts, and market influencers, a list that includes regulatory officials, industry trade groups, and standards organizations.

Primary data is evaluated and normalized against secondary sources including trade journal articles, technical literature, industry publications, company data sheets and published information, and statistical data from government agencies and trade associations.

Forecasts and projections of market demand and future market activity are derived using standard modeling and statistical techniques.

Report Format and Availability

This report is available as an electronic format. A site license for a single physical location and a global license are also available. Publication is scheduled for May (2008), with availability on or before May 20th.

About Applied Data Research

Applied Data Research is a drug therapeutics consulting firm focused on medical market strategies, product commercialization, venture development, and market research. We assist medical market participants in achieving their business objectives through the creation of detailed business development strategies, product commercialization programs, and comprehensive market and technology research and analysis.

Our market research publications are designed, researched and written to provide timely and insightful information and data on focused market segments, with the aim of providing market participants with the essential knowledge necessary to refine and execute their marketing plans and achieve their financial targets.

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COPD Therapeutics – The Next Generation

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