



**GENERIC DRUGS
SAME QUALITY
BETTER PRICE**

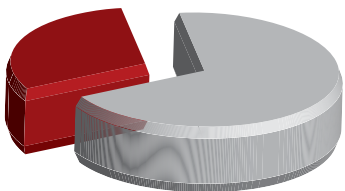


CANADIAN GENERIC PHARMACEUTICAL ASSOCIATION

THE PEI & NEWFOUNDLAND PRESCRIPTION DRUG MARKET

PERCENTAGE OF TOTAL MARKET COST

GENERIC 30.8%

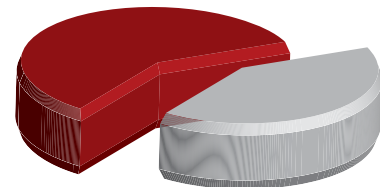


BRAND-NAME 69.2%

MARKET SIZE: \$433 MILLION

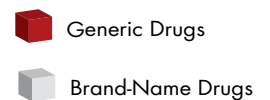
PERCENTAGE OF TOTAL NUMBER OF PRESCRIPTIONS

GENERIC 59.1%



BRAND 40.9%

9.1 MILLION PRESCRIPTIONS



YEAR 2009

SOURCE: **ims**