



THE Pharma CARD

Establishing informative, ethical and professional relationships between healthcare providers and America's pharmaceutical companies.

With the adoption of the Pharma Code in July 2008, Pharmaceutical Companies and Promotional Products Companies alike asked themselves: **How 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 HEW Pharma CARD. Offered exclusively by MediaTree, the Pharma Card is distributed by Pharmaceutical Companies during office visits, allowing Health Care Professionals to go online and learn about new product enhancements. The Pharma Card rewards the physician with thousands of medically relevant gift items, from Books to Medical Posters and Anatomic Models to Computer Software.

Resource Center :

Click Below to receive a Pharma Information Kit with:

-  Pharma White Paper
-  Pharma Card PowerPoint
-  Pharma Card Sell Sheet

Contact your promotional products distributor for more info

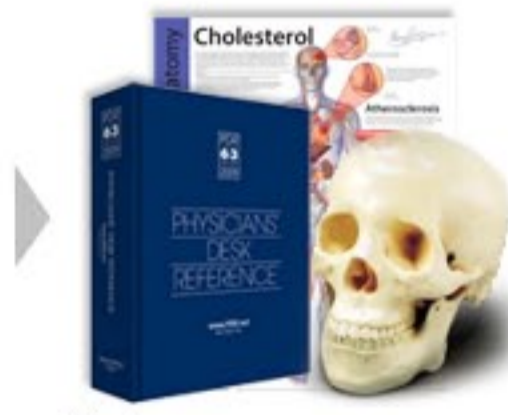


The **Gold Pharma Card** allows Healthcare Professionals to choose up to 4 medically relevant educational gifts! Priced at \$100 (f)

Healthcare Professionals can choose up to 2 educational gifts from our expansive catalog with the **Silver Pharma Card**, priced at \$50 (f)

With thousands of choices to choose from, the **Bronze Pharma Card** gives Healthcare Professionals the choice of 1 gift, priced from \$25 (f)

How It Works:



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

Choose.
Choose from thousands of PHARMA-compliant products!

Enjoy.
Your educational gift arrives in just a few days.

Take A Tour:

View the thousands of products available to use in your next Pharma Promotion:

Visit: www.mymerchrewards.com/Pharmagold

Enter Reward Code: **pharmagold**

