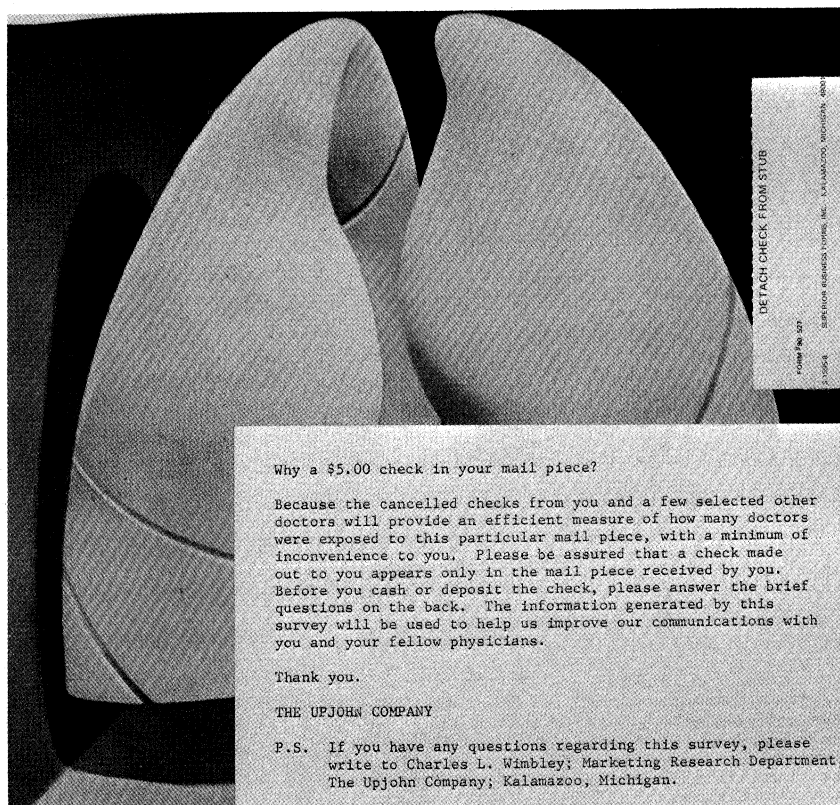




Why a \$5.00 check in your mail piece?

Because the cancelled checks from you and a few selected other doctors will provide an efficient measure of how many doctors were exposed to this particular mail piece, with a minimum of inconvenience to you. Please be assured that a check made out to you appears only in the mail piece received by you. Before you cash or deposit the check, please answer the brief questions on the back. The information generated by this survey will be used to help us improve our communications with you and your fellow physicians.

Thank you.

THE UPJOHN COMPANY

P.S. If you have any questions regarding this survey, please write to Charles L. Wimbley; Marketing Research Department; The Upjohn Company; Kalamazoo, Michigan.