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**PHARMACISTS NATIONWIDE CITE AZO AS NUMBER ONE URINARY HEALTH BRAND  
IN PHARMACY TIMES SURVEY**

*Four AZO Products Earn More Than 50 Percent of Pharmacist Vote*

**CROMWELL, CT, July 2** – The pharmacist votes are in, and it's [AZO](#) in a landslide. Pharmacy Times' 12<sup>th</sup> annual nationwide survey found pharmacists prefer [AZO](#) to all other over-the-counter (OTC) urinary health brands by an overwhelming margin. The comprehensive survey covering more than 1,000 OTC brands was fielded among some 80,000 pharmacists during the first quarter of 2007.

[AZO's](#) urinary tract infection (UTI)-geared products – [AZO Test Strips](#) (for rapid, accurate, at-home UTI diagnosis), [AZO Standard](#) (for fast, right-to-the-source relief of painful UTI symptoms) and [AZO Cranberry](#) (every day supplement promoting UTI prevention) – outpaced their closest competition by as much as five to one. [AZO Yeast](#), a homeopathic product for yeast infection pain and symptom relief and prevention, won more than 50 percent of its category's vote.

Each [AZO](#) product earned a *Pharmacy Times OTC Pharmacist Recommended Achievement Award*, plus additional, elite *Master's Circle* status, awarded only to products that earn more than 50 percent of nationwide pharmacist vote. [AZO's](#) dominating performance outpaced even last year's strong results.

“We are honored that [AZO](#) is held in such high esteem by our nation's pharmacists, the very people who consumers trust for health information,” said Cyrill Siewert, CEO, [Amerifit Brands](#), owner of the [AZO](#) brand. “We'd like to think it's a reflection of our commitment to developing best in class urinary health products, to market them responsibly, and to deliver good value.”

“We applaud [AZO](#) on its achievement - no small feat given how discerning we know pharmacists to be,” said Jim Granato, publisher, *Pharmacy Times*. “Scoring well in our annual survey matters. With the likes of billion-dollar blockbuster prescription drugs switching to over-the-counter status, pharmacists are helping guide patient choices as never before.”

The 2007 *Pharmacy Times* Over-the-Counter (OTC) Survey of Pharmacist Recommendations asked pharmacists via e-mail for their preferences on more than 1,000 OTC brands in over 100 OTC categories. A total of 80,000 retail pharmacists were e-mailed in seven separate waves inviting them to participate in our online OTC survey. Each wave was e-mailed to approximately 10,000 pharmacists.

Pharmacists were asked to choose which product they recommended the most in each category. They were also given an option to select "Other" and input a product of their choice. They were then asked to enter the number of times they recommended that particular product each month.

**About [Amerifit Brands](#)**

[Amerifit Brands](#) is a leading consumer health and wellness company, and owner of the [AZO](#) brand. The company develops, markets, and distributes branded products that support wellness and provide various health benefits, from prescription products for urology and pain management, to over-the-counter products for overall urinary tract health and pain from urinary tract infections. For more information, please visit <http://www.azoproducts.com/> or [www.utifacts.com](http://www.utifacts.com).

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