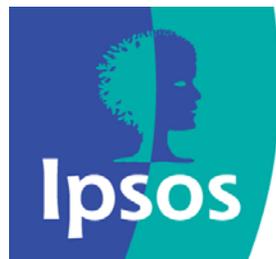


Canadians Underestimate the Risk of Contracting Shingles

Public Release Date: Tuesday, June 18, 2012, 6:00 AM EDT



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos Reid

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John*



Canadians Underestimate the Risk of Contracting Shingles

Kirkland, Quebec – Newly released research conducted by Ipsos Reid on behalf of Merck reveals that 94% of Canadians think shingles is painful but only 34% know that a preventive vaccine exists.

Survey highlights include the following:

- 90% of Canadians think that the risk of contracting shingles is less than 1-in-10.
- Western Canadians are the most familiar with shingles:
 - 90% of people in Alberta and 80% of people in BC report being either very or somewhat familiar with shingles;
 - Quebec (38%) and Ontario (69%) residents reported lower familiarity levels.
- Awareness of a vaccine to prevent shingles is also higher amongst Western Canadians:
 - 58% in Alberta
 - 45% in BC
 - 36% in Ontario
 - 17% in Quebec
- Almost two-thirds of Canadians (63%) think shingles is very painful.

These are some of the findings of an Ipsos Reid poll conducted in June 2012 on behalf of Merck. For this survey, a national sample of 1,000 Canadian residents from Ipsos' Canadian online panel were interviewed online. Weighting was then employed on the sample to balance demographics and ensure that its composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

© Ipsos Reid

- 1 -

**Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John**



Ipsos Reid

-30-

For more information on this news release, please contact:

David Ouellet
Associate Vice President
Ipsos Reid
(514) 904-4322

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

- 2 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*