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Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: January Opportunities

224 overall leads for pharma vendors were reported by the **PharmSource Lead Sheet** in January.

Lead Type	Jan-07	2007 Y-T-D
Non-US Leads	95	95
Early development candidates	36	36
Late development candidates	48	48
Large molecule candidates	28	28
Small molecule candidates	62	62
Newly-funded companies	61	61
New sourcing executives	15	15
Parenteral dosage form candidates	32	32
Oral candidates	35	35
Total Leads*	224	224

**Total leads include product acquisitions/alliances, company acquisition/alliances and other sponsor events. Pipeline leads shown are categorized by development, API and dosage form.*

Sales Article

Think Like A CEO!

by Paul Cherry

Good CEOs constantly seek to understand their external environment, whether assessing the competition, or keeping on top of trends affecting the industry. Whether your prospects are CEOs or professionals who are deeper in the organization, your best bet for engaging them is to ask questions about these two crucial aspects of business. When you speak to these core issues, you'll create the opportunity to bring insight and added value along with your products and services.

Rather than launching into a pitch about your products and services, start the conversation by asking some key questions about the competition and industry trends. This will encourage your prospects to talk about the very things that drive and impact their business, and it will give you insight into the kind of business results your customer seeks.

The following questions can help you focus the discussion on the future while critically analyzing the present situation. If you can get prospects to ask, "Can I get where I want to go with what I have

now?,” no matter what the answer is, helping them face that question will prove valuable to their business—and to yours—as your prospects come to look to you as a forward-thinking advisor.

Use these questions to engage your prospects at a deeper level, and to get into their mindset. But use them judiciously, with attention to the prospect’s reaction, and with care not to over-do it. Start with what you consider the most relevant and potentially interesting issue for a particular prospect. Then proceed accordingly, selecting subsequent questions that will lead to a discussion of how your products/services can help attain your prospect’s goals.

- What has been the biggest contributing factor to your company’s success?
- In the next three years, what opportunities and threats do you anticipate?
- What do you think truly differentiates your company from the competition?
- How does your company measure progress?
- How does your company approach change?
- What pending market conditions (i.e., regulation, competitive threats, demographic trends, etc.) might change the way you do business?
- How does your company address the competitive pressures of the market?
- What issues do you think your company must address or overcome in order to be more successful? What specific steps or actions will you need to take?
- What are your goals to increase market share. What’s working well for you? What isn’t?

Remember that your prospects’ time is at a premium, so you’re in danger of *disconnecting* from their wavelength if you try moving too quickly to tactical approaches to qualify or close. The way to connect and demonstrate your worth is by asking the right questions, and zeroing in on what’s important to your prospect. Asking big-picture questions will help tune you into their mindset—and will highlight your added value as an insightful advisor to them—with faster and greater results.

About The Author

*Paul Cherry is President of the sales and leadership firm [Performance Based Results](#) and the author of QUESTIONS THAT SELL, published by AMACOM Books. Paul can be reached at 302-478-4443 or e-mailed at cherry@pbresults.com. When you subscribe to our quarterly newsletter at <http://www.pbresults.com>, download our **free** white paper, “Top Questions that Sell,” based on PBR’s latest research on what salespeople need to ask in order to up-sell, cross-sell and win more customers.*

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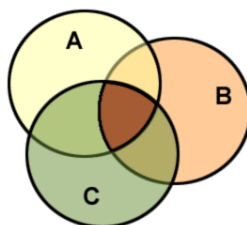
Search Logic: Getting Targeted Results

When doing a database search using any automated system – whether your goal is to filter out unwanted data, or to produce finely targeted results – it’s extremely important to understand the logic used by the database, so your results will properly reflect your goals.

The *PharmSource Lead Sheet (PLS)* database uses selection logic known as *Boolean And Logic*. This term emerged from the invention of Boolean algebra by mathematician George Boole (1815-1864). Using *Boolean And Logic*, the *PLS* system enables you to conduct advanced data filtering and searches, to finely hone in on specific types of leads or specific search results that are most meaningful to your needs.

Boolean And Logic offers you the opportunity to narrow your search, retrieving only the information that you have designated as relevant to your search. The more search terms you enter, the more granular your results will be. Proper use of this tool can greatly increase the relevance of data for your specific use, but caution should be used to ensure that you never unintentionally omit relevant leads.

For example, in the diagram below, where A=Development Phase, B=Nature of Active Pharmaceutical Ingredient, and C=Geographic Location, the results of a search using all three of these criteria is represented by the center-most portion of the diagram, where all three areas overlap. The search engine looks for results that meet ALL of the criteria that have been set. In other words, the results eliminate any leads that do not meet all three of the conditions that have been designated.



PharmSource welcomes the opportunity to work with you to ensure that searches are optimized to yield results that meet your needs. Here are two general ways to take advantage of the *PLS* search engine:

- Use the *Preferences* feature to set filters for your weekly Lead Sheets so you can view very specific types of leads (by development phase, API, dosage form, therapeutic area, or geographic location), and
- Use the *Full Database Search* feature to create highly targeted direct mail lists, to research companies of interest, and to identify biotech and pharma companies in your territory.

PharmSource is dedicated to making sure clients get the most out of the *PharmSource Lead Sheet*. Any time you have questions or want advisement on how to optimize a search, or if you're not yet a client, please call us toll-free at 1-888-777-9940 (or 703-383-4903 from outside the US) to learn more.

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Prospect Profile: Trubion Pharmaceuticals, Inc.

IPO SPOTLIGHT

Trubion Pharmaceuticals is a biopharmaceutical company that develops products to treat autoimmune disease, inflammatory disease, and cancer. Their products are specific single-chain polypeptides to target B cells; they are designed by the company's own SIMP custom drug assembly technology. R&D expenditures in 2006 were over \$5.7 million.

Corporate Highlights

- 1999: Founded in Seattle as a LLC
- 2002: Reincorporated in Delaware
- 58 total employees (41 R&D, 17 General & Administration)

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Manufacturing Status

- Trubion lacks internal manufacturing capabilities, therefore they depend on third party manufacturing for the commercial production of drug candidates, compounds, and preclinical and clinical trials.
- Product candidates manufactured in mammalian cell expansion systems, commercial manufacturing methods have not been finalized.
- Manufacturing Commitments
 - 2006: Agreement with Lonza Biologics for various license rights and services and for manufacturing services of TRU-015.
 - 2007: Committed to purchase \$5.3 million in manufacturing services from Lonza Biologics.
 - 2007: Manufacturing agreement with Laureate Pharma for preclinical and clinical production of TRU-016.

Business Relationships

- 2006: Strategic alliance with Wyeth Pharmaceuticals, a subsidiary of Wyeth, for the development and commercialization of products using Trubion's SIMP technology.
 - Both parties will collaborate on the development and commercialization of CD-20 targeted drugs including TRU-015.
 - Joint collaboration on a multi-targeted discovery program for pharmaceuticals focusing on unmet medical needs.
 - Received an initial \$40 million payment and can potentially receive more than \$800 million from milestones met during the alliance.

IPO Filing

- Registration statement filed with the SEC for an initial public offering (IPO) of its common stock (as reported in the October 24, 2006 issue of the *PharmSource Lead Sheet*).
- As of January 2007, the company had offered 4 million shares at \$13 a share. Total estimated financing \$52 million.

Use of Proceeds

- Anticipate use for general and administrative purposes, clinical trials, R&D, and manufacturing
- Funds will create a public market for common stock in order to assist future access to public equity markets
- Portion of proceeds may be used for acquisition of complementary businesses, technologies, or other assets

Sourcing Opportunities

- CROs for drug trials
- Manufacturers for preclinical and clinical product candidates
- Third party suppliers of raw materials for product candidates
- Commercial Manufacturing

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Pipeline

Product Candidate	Indication	Therapeutic Area	Delivery Method	Status	Next Anticipated Milestone
TRU-015	Rheumatoid Arthritis	Anti-inflammatory	Parenteral	Phase II study ongoing	-
TRU-015	Systemic Lupus Erythematosus	Anti-inflammatory	Parenteral	Phase I study ongoing	-
TRU-016	Non-Hodgkin's Lymphoma and Chronic Lymphocytic Leukemia	Oncology	Parenteral	Preclinical	Determining a development candidate by 2H 2005.
TRU-017	Cancer	Oncology	-	Discovery	-

Finances

(\$ in thousands)	2003	2004	2005
Total Revenues	-	294	349
R&D Expenses	3,403	11,640	15,212
General & Administrative Expenses	2,294	2,851	4,146
Total Operating Expenses	5,697	14,491	19,358
Capital Expenditures	3,389	812	1,515
Grant Revenue	-	294	127

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Kendall M. Mohler, PhD, SVP of R&D

Judith A. Woods, PhD, SVP of Legal Affairs and Chief Patent Council

PharmSource Lead Sheet

The **PharmSource Lead Sheet (PLS)** is the weekly web-based information service that delivers new business opportunities via e-mail each week. Our professional team of researchers does the hard work – thoroughly identifying and qualifying new companies, products and opportunities in the drug pipeline that signal a need for products and services like those offered by your company. Receiving these fresh, qualified sales leads lets you spend your time selling, not prospecting for leads. We produce between 40 and 60 leads per week, and approximately 10 of those are for European- or Asian-based opportunities.

If you are not yet a subscriber, here are some excellent reasons to become one:

- **Save time and increase sales efficiency:** The **PLS** serves as a virtual prospecting department, letting sales staff focus on making direct contact and selling.
- **Save money:** The **PLS** costs less than exhibiting at a single trade show, and far less than an internal prospecting department.
- **On-going source of fresh leads and current market information:** The **PLS** helps keep the top of the lead funnel full with fresh leads every week, and keeps you on top of pipeline trends for products as well as for Pharma financings.
- **Excellent resource for targeted mailing/contact lists:** The *Full Database Search* feature can be used to create targeted lists of pharma companies for marketing campaigns or to contact for site visits.

The annual subscription renewal rate for the **PLS** is over 90%. This extraordinary rate is the highest praise for the **PLS**, speaks volumes to its value as a resource that produces results, and shows extremely strong customer satisfaction and loyalty.

SPECIAL OFFER!

PharmSource would like you to take a complimentary test-drive of the **PharmSource Lead Sheet**, to see for yourself how this service can be your best tool for growing your 2007 market share and defending against increasing competition.

Call Judy Miller at 703-383-4903, ext. 103 (ET) to schedule your free test-drive. You also can read more about the **PharmSource Lead Sheet** by visiting www.pharmsource.com.



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