

**ONTARIO
SUPERIOR COURT OF JUSTICE**

BETWEEN:

CANWEST MEDIAWORKS INC.

Applicant

and

ATTORNEY GENERAL OF CANADA

Respondent

REPLY AFFIDAVIT OF MICHAEL S. WILKES

I, **MICHAEL S. WILKES**, of the City of Davis, in the State of California, in the United States of America, solemnly AFFIRM THAT:

1. I have provided evidence in this matter on behalf of the Attorney General of Canada by report, attached as an exhibit to my affidavit, sworn July 12, 2006. My qualifications to provide this evidence, which includes, among other things, evidence on the impact of direct to consumer advertising (DTCA) of prescription drugs in the United States, are fully described in the said affidavit and my full curriculum vitae is also attached as an exhibit.

2. I was asked by counsel for the Attorney General of Canada to prepare a report responding to the evidence of Drs. Richard Frank, Julie Donohue, Don Fulgosi and Richard Dolinar. The report I have prepared specifically for this purpose is attached to this affidavit as "Exhibit 1". The

opinions contained in this report are significantly based on my own research. Where I have quoted the opinions and findings of other authors in my response to these affidavits, they are widely acknowledged as authorities in their field and sources that I believe are reliable.

AFFIRMED before me at the City of Davis, in the State of California this day of December, 2007.

Landon Christensen
(Commissioner for Taking Affidavits)

Michael S. Wilkes
MICHAEL S. WILKES

State of California County of Yolo
Subscribed and sworn to (or affirmed)
Before me on this 5 day of Dec, 2007, by
Michael S. Wilkes
personally known to me or proved to me on
the basis of satisfactory evidence to be the
person(~~s~~) who appeared before me.

Signature [Signature]
(Seal)

