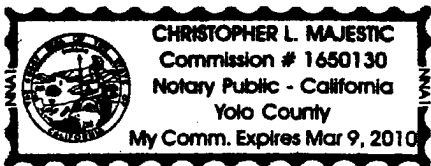


**ALL-PURPOSE ACKNOWLEDGMENT**

State of California  
County of Yolo } ss.

On 12 July 2006 before me, Christopher L. Majestic  
(DATE) (NOTARY)  
personally appeared Michael S. Wilkes  
SIGNER(S)

personally known to me - OR -  proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/~~her/their~~ signatures(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Christopher L. Majestic  
NOTARY'S SIGNATURE

**OPTIONAL INFORMATION**

The information below is not required by law. However, it could prevent fraudulent attachment of this acknowledgment to an unauthorized document.

**CAPACITY CLAIMED BY SIGNER (PRINCIPAL)**

- INDIVIDUAL
- CORPORATE OFFICER

- PARTNER(S)
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER: \_\_\_\_\_

SIGNER IS REPRESENTING:  
NAME OF PERSON(S) OR ENTITY(IES)

\_\_\_\_\_  
\_\_\_\_\_

**DESCRIPTION OF ATTACHED DOCUMENT**

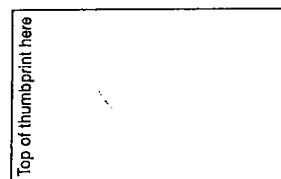
Affidavit of Michael S Wilkes  
TITLE OR TYPE OF DOCUMENT

(15)  
NUMBER OF PAGES

7-12-2006  
DATE OF DOCUMENT

OTHER \_\_\_\_\_

RIGHT THUMBPRINT  
OF  
SIGNER



05-CV-303001PD2

**ONTARIO  
SUPERIOR COURT OF JUSTICE**

BETWEEN:

**CANWEST MEDIAWORKS INC.**

Applicant

and

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**ATTORNEY GENERAL OF CANADA**

Respondent

**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 am a physician, licensed to practice medicine in the United States (California and New York). I was awarded a medical degree in 1985 (University of Connecticut), a masters degree in 1988 (Columbia University) and a doctorate in public health (Ph.D) in 1991 (University of California, Los Angeles).
2. Presently I hold the post of Vice Dean, Education and Professor of Medicine at the School of Medicine, University of California, Davis. This is a post which I have held since 2001. I am also a researcher with Federal grants from the US National Institutes of Health and the US Centers for Disease Control and Prevention.

3. Through my education, research and teaching I have become an acknowledged authority on doctors' learning and behavior. Over a period of 15 years I have published 60 research papers. Since 1999, seven of these papers document research studies that deal with the impact of pharmaceutical promotion on the practice of medicine

4. I was the Editor-in-Chief of the *Western Journal of Medicine* (the second oldest journal in the United States) and an *Associate Editor of Medical Education*. I am presently a reviewer for a number of influential medical journals including *Lancet*, the *New England Journal of Medicine* and the *Journal of the American Medical Association*.

5. My full curriculum vitae is attached to this affidavit as "Exhibit 1".

6. I was asked by counsel for the Attorney General of Canada to prepare a report outlining and explaining what we have learned about the impact of direct to consumer advertising (DTCA) of prescription drugs in the United States. The report which I have prepared specifically of this purpose is attached to this affidavit as "Exhibit 2" The opinions contained in this report are significantly based on my own research. In the preparation of this report I received the great assistance of my colleagues and fellow researchers Jerome Hoffman, Richard Kravitz and Rochelle Cooper, however, the opinions contained in this report are my own. As well, in forming my opinion on the negative impact

of DTCA in the United States, I refer to the research of others who are acknowledged as authorities in their field and sources that I believe are reliable.

7. In the first part of my report, and by way of background, I set out the history of DTCA in the United States and its current status. I also review the competing arguments for and against DTCA that have been made in the United States. Further, I review the findings of research in which I participated, that studied the content of DTCA.

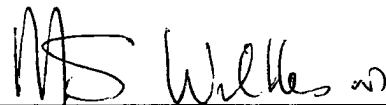
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8. In the second part of the report, I provide an opinion on the value of and "need" for DTCA. I examine its educational value and review my own research and the research of my colleagues in assessing that value.

9. In the third part of this report I examine the effects of DTCA on patient behavior, doctor behavior and doctor-patient relations using my own research as well. I discuss the harms of DTCA in this regard as well as its harms to public health.

Affirmed before me at the City of  
Davis, State of California, the  
day of 12, July  
, 2006.

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MICHAEL S. WILKES