

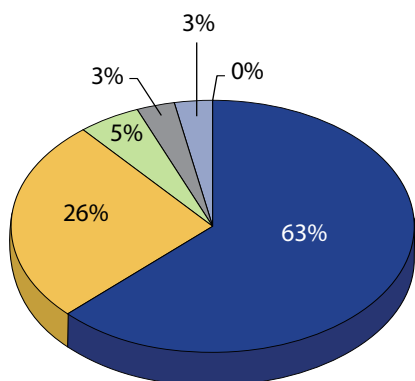


70 Percent of Top 20 Advertisers Reduced Spending in 2009

Brand	Company	2008	2009	\$ Change	% Change
Zyrtec	McNeil Consumer Healthcare	\$116,699,500	\$108,848,100	-\$7,851,400	-6.7%
alli	GlaxoSmithKline	\$95,571,400	\$75,880,600	-\$19,690,800	-20.6%
Claritin	Schering-Plough HealthCare	\$120,917,700	\$63,544,700	-\$57,373,000	-47.4%
Advil	Wyeth Consumer Healthcare (Pfizer)	\$69,865,200	\$52,012,000	-\$17,853,200	-25.6%
NyQuil	Procter & Gamble	\$33,794,300	\$44,138,200	\$10,343,900	30.6%
Aleve	Bayer HealthCare	\$72,047,200	\$40,321,100	-\$31,726,100	-44.0%
Hydroxycut	Iovate Health Sciences	\$72,732,900	\$35,787,600	-\$36,945,300	-50.8%
SoyJoy	Pharmavite	\$38,153,700	\$35,429,300	-\$2,724,400	-7.1%
Nicorette	GlaxoSmithKline	\$38,139,100	\$34,601,800	-\$3,537,300	-9.3%
Children's Tylenol	McNeil Consumer Healthcare	\$1,435,200	\$33,901,900	\$32,466,700	2262.2%
Zantac 150 Maximum Strength	Boehringer Ingelheim	\$40,229,000	\$31,089,200	-\$9,139,800	-22.7%
FRS	The FRS Company	\$7,137,000	\$29,588,200	\$22,451,200	314.6%
Advil PM	Wyeth Consumer Healthcare (Pfizer)	\$33,542,400	\$28,525,400	-\$5,017,000	-15.0%
ThermaCare	Wyeth Consumer Healthcare (Pfizer)	\$10,158,200	\$28,112,800	\$17,954,600	176.7%
Transitions	Transitions Optical	\$29,086,500	\$27,348,600	-\$1,737,900	-6.0%
Claritin-D	Schering-Plough HealthCare	\$24,594,100	\$26,161,600	\$1,567,500	6.4%
Delsym	Reckitt Benckiser	\$29,641,600	\$24,553,800	-\$5,087,800	-17.2%
Centrum	Wyeth Consumer Healthcare (Pfizer)	\$5,251,800	\$24,457,200	\$19,205,400	365.7%
MiraLAX	Schering-Plough HealthCare	\$25,525,700	\$23,065,200	-\$2,460,500	-9.6%
SlimQuick	SlimQuick Laboratories	\$30,672,000	\$22,319,200	-\$8,352,800	-27.2%
Top 20 Brands' Spending Total		\$895,194,400	\$789,686,400	-\$105,508,000	-11.8%

Reported Time Period: 1/1/2008 - 12/31/2009
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Internet Stands Out as Growing Medium in 2009



	Media Type	Q1 2008	Q1 2009	\$ Change	% Change
63%	Television	\$2,388,666,100	\$2,013,335,200	-\$375,330,900	-15.7%
26%	Magazines	\$956,948,700	\$833,772,600	-\$123,176,100	-12.9%
5%	Internet*	\$94,294,000	\$155,968,200	\$61,674,200	65.4%
3%	Radio	\$125,413,900	\$103,510,900	-\$21,903,000	-17.5%
3%	Newspapers	\$70,483,400	\$72,056,000	\$1,572,600	2.2%
0%	Outdoor	\$9,375,700	\$7,215,900	-\$2,159,800	-23.0%
	Grand Total	\$3,645,181,900	\$3,185,858,800	-\$459,323,100	-12.6%

Reported Time Period: 1/1/2008 - 12/31/2009
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*Note that the Internet total represents display advertising only.

Kantar Media is the leading provider of strategic advertising intelligence and tracks advertising activities across 20 media types in the U.S. For more information, send an e-mail to David Wood at David.Wood@kantarmedia.com.