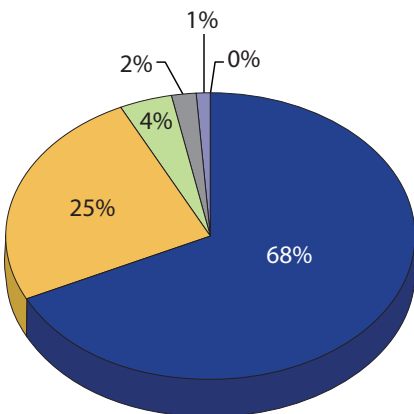


Top 20 OTC Brands Boost Advertising in Q1

| Brand | Company | Quarter 1 2008 | Quarter 1 2009 | \$ Change | % Change |
|-----------------------------|-------------------------------------|----------------------|----------------------|---------------------|------------|
| Zyrtec | McNeil Consumer Healthcare | \$23,484,600 | \$41,996,200 | \$18,511,600 | 78.8% |
| Alli | GlaxoSmithKline Consumer | \$47,711,000 | \$27,900,800 | -\$19,810,200 | -41.5% |
| NyQuil | Procter & Gamble | \$12,656,700 | \$26,453,600 | \$13,796,900 | 109.0% |
| Hydroxycut | MuscleTech Research and Dev't | \$17,750,600 | \$25,055,100 | \$7,304,500 | 41.2% |
| Claritin | Schering-Plough Corp. | \$40,241,100 | \$19,505,900 | -\$20,735,200 | -51.5% |
| Tylenol Cold Multi-Symptom | McNeil Consumer Healthcare | \$11,428,200 | \$13,638,500 | \$2,210,300 | 19.3% |
| Advil | Wyeth Consumer Healthcare | \$16,003,000 | \$12,888,100 | -\$3,114,900 | -19.5% |
| Robitussin DM Max | Wyeth Consumer Healthcare | \$0 | \$12,326,100 | \$12,326,100 | N/A |
| Nicorette | GlaxoSmithKline Consumer | \$10,647,300 | \$12,302,100 | \$1,654,800 | 15.5% |
| Aleve | Bayer Corp. | \$15,591,300 | \$12,217,700 | -\$3,373,600 | -21.6% |
| SoyJoy | Pharmavite | \$3,049,100 | \$11,354,100 | \$8,305,000 | 272.4% |
| Zicam | Gel Tech LLC | \$9,076,000 | \$10,658,200 | \$1,582,200 | 17.4% |
| Slim Fast Optima | Unilever | \$10,465,600 | \$10,655,500 | \$189,900 | 1.8% |
| Mucinex DM | Reckitt Benckiser | \$2,541,300 | \$10,400,900 | \$7,859,600 | 309.3% |
| Children's Tylenol | McNeil Consumer Healthcare | \$1,636,000 | \$10,063,500 | \$8,427,500 | 515.1% |
| Delsym | Adams Respiratory/Reckitt Benckiser | \$6,817,500 | \$10,043,600 | \$3,226,100 | 47.3% |
| Mucinex | Reckitt Benckiser | \$9,851,600 | \$8,982,700 | -\$868,900 | -8.8% |
| Nature Made | Pharmavite | \$4,231,200 | \$8,780,900 | \$4,549,700 | 107.5% |
| Advil PM | Wyeth Consumer Healthcare | \$8,745,400 | \$8,621,100 | -\$124,300 | -1.4% |
| DayQuil | Procter & Gamble | \$16,126,400 | \$8,429,300 | -\$7,697,100 | -47.7% |
| Brand Spending Total | | \$266,581,400 | \$302,273,800 | \$34,220,000 | 13% |

Reported Time Period: 1/1/2008 – 3/31/2009.
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Magazines Capture More OTC Advertising



| Media Type | Q1 2008 | Q1 2009 | \$ Change | % Change |
|--------------------|----------------------|----------------------|----------------------|------------|
| 68% Television | \$608,632,000 | \$586,482,200 | -\$22,149,800 | -4% |
| 25% Magazine | \$210,453,900 | \$214,151,000 | \$3,697,100 | 2% |
| 4% Internet* | \$18,912,800 | \$37,455,400 | \$18,542,600 | 98% |
| 2% Radio | \$26,020,200 | \$20,669,600 | -\$5,350,600 | -21% |
| 1% Newspaper | \$19,783,500 | \$12,360,200 | -\$7,423,300 | -38% |
| 0% Outdoor | \$3,598,400 | \$1,601,500 | -\$1,996,900 | -55% |
| Grand Total | \$887,400,900 | \$872,719,900 | -\$14,681,000 | -2% |

Reported Time Period: 1/1/2009 – 3/31/2009
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*Internet figures are for Internet display advertising only.

TNS Media Intelligence 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@tns-mi.com.