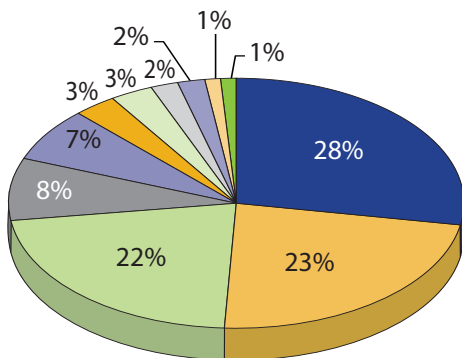
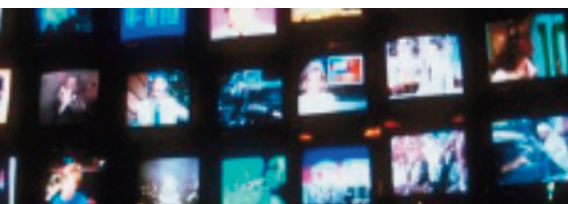




OTC Ad Spending Drops 9% in 2008

Brand	Company	2007	2008	\$ Change	% Change
Tylenol	McNeil Consumer Healthcare	\$135,251,000	\$155,703,000	\$20,452,000	13.1%
Claritin	Schering-Plough Corp.	\$153,402,000	\$153,698,000	\$296,000	0.2%
Zyrtec	McNeil Consumer Healthcare	\$0	\$118,991,000	\$118,991,000	100.0%
Advil	Wyeth Consumer Healthcare	\$115,192,000	\$102,651,000	-\$12,541,000	-12.2%
Hydroxycut	MuscleTech Research and Dev't	\$47,780,000	\$85,804,000	\$38,024,000	44.3%
Alli	GlaxoSmithKline Consumer	\$81,654,000	\$85,120,000	\$3,466,000	4.1%
Mucinex	Adams Respiratory / Reckitt Benckiser	\$85,589,000	\$82,583,000	-\$3,006,000	-3.6%
Aleve	Bayer Corp.	\$101,310,000	\$75,570,000	-\$25,740,000	-34.1%
Prilosec	Procter & Gamble	\$84,717,000	\$54,050,000	-\$30,667,000	-56.7%
Centrum	Wyeth Consumer Healthcare	\$58,191,000	\$52,930,000	-\$5,261,000	-9.9%
One-A-Day	Bayer Corp.	\$60,629,000	\$51,590,000	-\$9,039,000	-17.5%
5 Hour Energy	Living Essentials	\$1,130,000	\$49,614,000	\$48,484,000	97.7%
Excedrin	Novartis Consumer Health	\$67,842,000	\$46,869,000	-\$20,973,000	-44.7%
Bayer	Bayer Corp.	\$48,040,000	\$45,180,000	-\$2,860,000	-6.3%
Benadryl	Johnson & Johnson Consumer	\$48,737,000	\$43,534,000	-\$5,203,000	-12.0%
Zantac	Boehringer Ingelheim	\$50,183,000	\$43,177,000	-\$7,006,000	-16.2%
Sudafed	Johnson & Johnson Consumer	\$52,373,000	\$37,616,000	-\$14,757,000	-39.2%
Nicorette	GlaxoSmithKline Consumer	\$27,690,000	\$34,636,000	\$6,946,000	20.1%
Nyquil	Procter & Gamble	\$52,954,000	\$30,898,000	-\$22,056,000	-71.4%
Miralax	Schering-Plough Corp.	\$33,203,000	\$29,777,000	-\$3,426,000	-11.5%
Delsym	Adams Respiratory / Reckitt Benckiser	\$27,852,000	\$28,286,000	\$434,000	1.5%
Slim-Fast	Unilever Foods	\$39,872,000	\$26,263,000	-\$13,609,000	-51.8%
Pediasure	Ross Products Division	\$26,037,000	\$25,919,000	-\$118,000	-0.5%
Zicam	Gel Tech LLC	\$25,796,000	\$24,434,000	-\$1,362,000	-5.6%
Robitussin	Wyeth Consumer Healthcare	\$15,172,000	\$23,503,000	\$8,331,000	35.4%
Brand Spending Total		\$3,238,706,000	\$2,981,337,000	-\$257,369,000	-8.6%

Marketers Shift Media to Spot TV, Coupons, Sunday Tabs



Media Type	2007	2008	\$ Change	% Change
28% Network TV	\$954,416,000	\$834,549,000	-\$119,867,000	-14.4%
23% National Magazine	\$691,534,000	\$684,741,000	-\$6,793,000	-1.0%
22% Cable TV	\$861,535,000	\$668,254,000	-\$193,281,000	-28.9%
8% Syndicated TV	\$222,516,000	\$242,030,000	\$19,514,000	8.1%
7% Spot TV	\$149,655,000	\$206,276,000	\$56,621,000	27.4%
3% Spot Radio	\$100,341,000	\$99,037,000	-\$1,304,000	-1.3%
3% Spanish Language Network TV	\$86,804,000	\$76,947,000	-\$9,857,000	-12.8%
2% FSI Coupon	\$49,122,000	\$58,425,000	\$9,303,000	15.9%
2% Network Radio	\$62,696,000	\$48,429,000	-\$14,267,000	-29.5%
1% National Sunday Supplement	\$25,568,000	\$29,676,000	\$4,108,000	13.8%
1% Other*	\$34,513,000	\$32,968,000	-\$1,545,000	-4.7%
Grand Total	\$3,238,706,000	\$2,981,337,000	-\$257,369,000	-8.6%

*Other Includes Local Newspaper, Spanish Language Cable TV, Outdoor, National Newspaper, Local Magazine, and Local Sunday Supplement

Source: Nielsen Monitor-Plus for OTC Perspectives
Nielsen Monitor-Plus is the leader in innovative advertising information services and tracks advertising activity across 18 media types. For more information, send an e-mail to Aaron Lewis at aaron.lewis@nielsen.com.