

Exhibit 1:
Proposed Notice Program

EXHIBIT 1



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Proposed Notice Program

State of New York, et al. v. Cephalon, Inc., et al.

United States District Court, Eastern District of Pennsylvania

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CASE BACKGROUND



CASE BACKGROUND

This Proposed Notice Program is submitted by A.B. Data, Ltd. ("A.B. Data") in connection with *State of New York, et al. v. Cephalon, Inc., et al.*, a case before the United States District Court for the Eastern District of Pennsylvania. This document outlines the efforts that will be made to provide notice of the proposed Settlement to Eligible Consumers, defined as natural persons who purchased Provigil or modafinil, its generic version ("Modafinil") during the period from June 24, 2006, through March 31, 2012 ("Relevant Period") in Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

Because direct notice in this case will not reach all Eligible Consumers, a paid-media Notice Program is necessary.

NOTICE PROGRAM OVERVIEW



NOTICE PROGRAM OVERVIEW

PROGRAM COMPONENTS

This document outlines the recommended process for providing notice of the Settlement of *State of New York, et al. v. Cephalon, Inc., et al.* to Eligible Consumers.

After thorough research of the demographics of the Eligible Consumers, A.B. Data recommends a national, broad paid media-based Notice Program involving print and internet vehicles that will reach the Eligible Consumers, including the following:

- a. Consumer magazines;
- b. Newspaper supplement;
- c. Internet banner and text ads on multiple networks, including social media and targeted websites;
- d. Third-party notice; and
- e. A news release.

A dedicated informational case website will be developed to complement the Notice Program and to ensure Eligible Consumers' easy access to updated information.

PAID-MEDIA PROGRAM

To reach Eligible Consumers, A.B. Data recommends the use of paid and earned media. Paid-media advertising is guaranteed to appear. Paid media also allows for limited control of the content, timing, and positioning of the message. Newspapers, magazines, television, radio, out-of-home media, and the internet, among other sources, offer paid-media opportunities.

In evaluating the media options to be considered for this case, A.B. Data first reviewed the uses of Provigil and the circumstances under which it is prescribed to patients. For this information, we examined the Provigil product website, the National Sleep Foundation website, and the National Institutes of Health website.

Based upon this information, we determined that Provigil is prescribed for patients suffering from sleep wakefulness ailments, primarily stemming from narcolepsy, sleep apnea, and Shift Work Disorder. Provigil has been prescribed to people in many professions to increase/maintain alertness to assist them in fulfilling their jobs. These professions can range from the health industry to transportation work and third-shift manufacturing, as well as other professionals who work long hours.

Demographic data from GfK MRI (“MRI”) were examined to assist in the development of the target audience. MRI¹ is the leading supplier of multimedia audience research in the United States. As a nationally accredited research firm, it presents a single-source measurement of major media, products, services, consumer demographic, lifestyle, and psychographic characteristics.

The following categories were reviewed and relevant information is available in the Exhibits section of this document:

- People with sleep apnea.
- People who take prescription medicine for sleep apnea.
- People who are employed full-time.

Based on the information described above, a target demographic of 25 to 54 year-old adults is recommended as the primary audience.

A.B. Data further researched syndicated data regarding the target audience’s media consumption, determining the most appropriate media vehicles that would be best in order to provide Eligible Consumers with the opportunity to see and respond to the notice.

Consumer magazines, newspaper supplements, and internet advertising will deliver an efficient and effective plan for reaching Eligible Consumers. A.B. Data reviewed available magazines, newspapers, newspaper supplements, and online advertising for the target audience, as well as compatibility of the editorial content.

PAID-MEDIA PLACEMENT SUMMARY

The following list provides a summary of A.B. Data’s recommended paid-media placements for this case. Detailed information about each publication and its coverage of the target audience in this case appears in the “Paid-Media Placements” section of this plan.

PRINT MEDIA

Newspaper Supplement

- *Parade*

¹Mediamark’s Survey of the American Consumer is the country’s largest, most comprehensive, and most reliable consumer and media and product/service usage database. Data from Mediamark’s Survey of the American Consumer, conducted continuously since 1979, are used in the majority of media and marketing plans written in the United States. The firm’s multidimensional database is the largest and most reliable source for integrated media planning. About 450 U.S. advertising agencies, including 90 of the top 100, subscribe to Mediamark Research, along with A.B. Data, and more than 200 national marketers access the Mediamark database. MRI offers the most detailed and representative picture of U.S. demographics and lifestyles, including information on usage of nearly 6,000 product and service brands across 550 categories, the magazines and newspapers audiences read, the websites they look at, the television programs they watch, and the radio stations they listen to. MRI has been accredited by the Media Ratings Council (“MRC”) since 1988. MRC requires its members to disclose all methodological aspects of their work, meet MRC standards for rating research, and submit to MRC-designed audits.

Consumer Magazines

- *Better Homes and Gardens*
- *ESPN The Magazine*
- *Good Housekeeping*
- *People*
- *Reader's Digest*
- *TV Guide*

ONLINE MEDIA

Internet Banner and Text Ads

A mix of internet banner and text ads is recommended. A minimum of 192 million targeted impressions will be purchased. Due to the fluidity of the online market, internet packages will be negotiated and finalized once A.B. Data has received authorization. This will enable us to purchase the most cost-efficient internet packages and maximize impressions.

All banners and text ads will include an embedded link to the case-specific website.

The following websites/networks and social media will be reviewed and evaluated, and negotiations will be initiated for this campaign:

- Facebook
- Yahoo! Network
- Google
- Bing Content Network

THIRD-PARTY NOTICE

Third-party notice to Eligible Consumers will include the following:

- Email notice to targeted doctors' offices and sleep centers, requesting that they send notice to their patients electronically; and/or
- Requesting that doctors and sleep centers post a physical flyer about the case Settlement in their offices; and/or
- Requesting that doctors and sleep centers post a banner ad on their websites about the case Settlement.
- Banner ads to be posted on the website SleepReviewMag.com to reach the doctors and personnel of sleep centers.
- Provision of electronic notice to customers by 15 largest providers of retail pharmacy services

DUE PROCESS

The Notice Program recommended in this plan provides a reach and frequency similar to those that courts have approved and are recommended by the Federal Judicial Center's *Judges' Class Action Notice and Claims Process Checklist and Plain Language Guide*. The Notice Plan that is described in the following pages is consistent with notice plans for other similar pharmaceutical cases that have been approved and implemented. The following Notice Plan is, in A.B. Data's experience, the best practicable for Eligible Consumers and meets due process requirements.

DELIVERY

The proposed Notice Program will deliver almost 310 million targeted national impressions to the target audience as calculated by MRI, the Alliance for Audited Media, and A.B. Data experts. An estimated 84.55% of the target audience and thus potential Eligible Consumers will be reached.

PAID-MEDIA PLANNING METHODOLOGY

PAID-MEDIA PLANNING METHODOLOGY

A.B. Data Notice Programs are developed to reach Eligible Consumers and seek to do the following:

1. Identify the demographics of Eligible Consumers through the use of syndicated research to establish a primary target audience. If syndicated research is not available, then government-sponsored or other accredited research is reviewed to provide direction.
2. Outline the methodology for selecting the media vehicles recommended and their relationship to product purchased and usage by the target audience.
3. Provide results that quantify for the Court the adequacy of the notice, based upon recognized tools of media measurement.

The first steps to developing the paid Notice Program is determining the demographics of the Eligible Consumers and defining the target audience.

A.B. Data then analyzes media quintile usage data and their ability to provide cost-efficient coverage of the target audience to develop the direction of the Notice Plan, i.e., whether notification is best accomplished through print, online, broadcast, or some other methodology.

Individual media vehicles, both print titles and online websites, are then analyzed and selected based upon their ability to cost-effectively deliver the target audience.

In the development of successful Notice Programs, A.B. Data uses reach and frequency as the standard against which to measure an effective Notice Plan. Reach and frequency are the two primary measurements used to quantify the delivery of a proposed Notice Plan to a defined target audience. Below are the definitions of these terms as they relate to paid media.

- Reach – expressed as a percentage, a measurement of a target audience that was exposed at least one time to a specific media message or combination of media messages, whether the media involved are print, broadcast, online, outdoor, etc., within a given time period.
- Frequency – the estimated average number of opportunities for a member of the target audience to see the notice during the campaign.

These analytical tools, provided by MRI, are used to determine the publications/websites selected and the number of insertions/impressions to be purchased.

TARGET AUDIENCE

TARGET AUDIENCE

MRI offers the most common database used to determine the target audiences of products and media usage. MRI offers data on sleep apnea and on people who use a branded medication for sleep apnea, but it does not have specific data on narcolepsy or Shift Work Disorder. As sleep apnea is only one common use for Provigil, we turned to other accredited research authorities to gather information about the common demographics of people who may suffer from narcolepsy and Shift Work Disorder.

The National Institutes of Health (“NIH”) offer a wealth of information on narcolepsy, stating that it affects men and women equally and that it occurs in one out of 3,000 people in the U.S. Narcolepsy cannot be cured, but it can be controlled with medication, specifically modafinil. See Exhibit A for a summary of the NIH report on narcolepsy.

The National Sleep Foundation has published research about Shift Work Disorder. An estimated 15% of the U.S. workforce works outside the traditional 9 a.m.-5 p.m. workday. Of these workers, approximately 10% are thought to have shift work sleep disorder. In addition, roughly 25% to 30% of shift workers experience symptoms of excessive sleepiness or insomnia. See Exhibit B for a summary of the National Sleep Foundation report on Shift Work Disorder.

MRI data were also examined to determine similar demographic characteristics of U.S. adults who may have purchased Provigil for sleep apnea. Included are data on persons who are employed full-time, as they provide general guidance for people who may have Shift Work Disorder or who take the medication to increase their daytime alertness during the workday. See Exhibits C, D, and E for the complete results of the syndicated data from MRI on the demographics of people who:

- Used a branded prescription remedy for sleep apnea – Exhibit C.
- Have sleep apnea – Exhibit D.
- Are employed full-time – Exhibit E.

Below is a chart of some of the common MRI demographics of the people who have sleep apnea, used a branded prescription medication for sleep apnea, or are employed full-time.

Demographics	Used a Branded Prescription Remedy for Sleep Apnea	Have Sleep Apnea	Employed Full-Time
Gender			
Male	60.58%	55.76%	57.47%
Female	39.42%	44.24%	42.53%
Age			
18-24	3.03%	7.14%	9.16%
25-34	6.61%	9.59%	23.34%
35-44	16.47%	15.88%	23.95%
45-54	19.13%	20.13%	25.43%
55-65	25.85%	22.93%	15.57%
65+	28.91%	24.34%	2.55%

Demographics	Used a Branded Prescription Remedy for Sleep Apnea	Have Sleep Apnea	Employed Full-Time
Education			
Graduated High School	30.39%	30.90%	27.26%
Attended/Graduated College	59.41%	54.79%	65.07%
Household Income			
Under \$20,000	13.25%	19.59%	4.14%
\$20,000-\$40,000	15.13%	19.40%	13.26%
\$40,000-\$60,000	19.84%	15.70%	16.57%
\$60,000-\$75,000	13.74%	10.81%	12.70%
\$75,000+	38.04%	34.49%	53.32%
\$100,000+	21.46%	21.28%	35.94%
Ethnicity			
Caucasian	85.84%	78.72%	76.37%
African-American	11.38%	13.21%	10.71%
Other	2.78%	8.07%	14.7%
Geographic Location ²			
A Counties ²	28.92%	33.41%	42.35%
B Counties	36.43%	34.95%	31.57%
C Counties	18.46%	16.08%	13.81%
D Counties	16.19%	15.55%	12.27%
Employment and Occupation			
Working Full-Time	41.97%	41.15%	100%
Working Part-Time	6.07%	8.07%	0%
Not Working (i.e., retired)	51.95%	50.78%	0%
Professional, Executive	12.84%	10.87%	22.82%
Management, Business, and Financial	8.08%	9.30%	18.26%
Sales and Office	8.15%	11.09%	21.44%
Natural Resources, Construction, Maintenance	4.96%	4.98%	9.78%
Other Employed	14.02%	12.99%	27.70%

²A Counties, as defined by A.C. Nielsen Company ("Nielsen"), are all counties belonging to the 25 largest metropolitan areas. These metro areas correspond to the Metropolitan Statistical Areas and include the largest cities and consolidated areas in the U.S. B Counties, as defined by Nielsen, are all counties not included under category A that either have a population greater than 150,000 or are in a metro area with a population greater than 150,000 according to the latest census. C counties, as defined by Nielsen, are all counties not included under categories A or B that either have a population greater than 40,000 or are in a metro area with a population greater than 40,000 according to the latest census. D Counties are, essentially, rural counties.

Based on these data, the target audience covers a wide range of people, but primarily has these demographic characteristics in common:

- Adults age 25 and older.
- More likely to be men.
- Attended or graduated from college.
- Have a higher household income.
- Live in suburban or major metropolitan areas.

For purposes of examining media options and determining reach and frequency of the campaign, a primary target audience of Adults age 25-54 has been identified. This primary target audience takes into consideration the demographic data supplied by MRI, the National Institutes of Health, and the National Sleep Foundation.

MEDIA-USAGE ANALYSIS AND RECOMMENDATION

MEDIA-USAGE ANALYSIS AND RECOMMENDATION

Everybody is exposed to and consumes media differently, sometimes with daily changes. However, we all develop patterns to our media consumption. And those patterns become our individual media habits. MRI divides those habits into five categories of media usage, from heavy consumption of media to light users of a media type. These five categories are defined by Quintiles ranked from 1 through 5, with Quintile 1 representing the heaviest user of a media vehicle to Quintile 5 representing a light user.

The media usage of the target audience in each quintile is expressed as an index. An index of 100 is an average usage of a particular medium. Therefore, an index above 100 indicates a heavier usage of the medium than that of the average adult, and an index below 100 indicates a lighter usage of the medium than that of the average adult.

Media vehicles included in the quintile analysis include newspaper, magazine, internet, radio, TV, and outdoor.

While Adults age 25-54 form the primary target audience, we also reviewed the media usage for Adults with Sleep Apnea [who] Used a Branded Prescription Remedy³ and Adults Employed Full Time to ensure that adequate coverage is given to these two important groups.

Radio and TV, while indexing high in the heavy user quintile for some of the demographic targets, are not recommended due to the large out-of-pocket cost that it would take to deliver an adequate reach and frequency.

Magazines, newspapers, and the internet have average to above-average usage by all of the target demographic groups. Based on these findings, it is recommended that newspapers/newspaper supplements, magazines, and the internet be used for this Notice Program. Additionally, A.B. Data recommends the use of third-party notice through outreach from doctors' offices and sleep centers.

Media	Adults Age 25-54	Have Sleep Apnea and Used Branded Prescription Remedy	Employed Full- Time
Magazine			
Quintile 1	107	116	107
Quintile 2	99	114	104
Newspaper			
Quintile 1	67	131	85
Quintile 2	104	98	105
Radio			
Quintile 1	110	80	119
Quintile 2	108	110	109

³The MRI-generated label for these categories is "Adults with Sleep Apnea" and "Used a Branded Prescription Remedy." The "[who]" has been inserted by A.B. Data to make the label more reader-friendly.

Media	Adults Age 25-54	Have Sleep Apnea and Used Branded Prescription Remedy	Employed Full- Time
Television			
Quintile 1	75	160	47
Quintile 2	92	126	95
Internet			
Quintile 1	112	95	116
Quintile 2	114	95	116

The media quintile analysis for each of the demographic groups can be found in the following Exhibits:

- Exhibit F – Adults Age 25-54
- Exhibit G – Adults with Sleep Apnea [who] Used a Branded Prescription Remedy
- Exhibit H – Adults Employed Full Time

PAID-MEDIA PLACEMENTS

PRINT-MEDIA ANALYSIS

Print media have traditionally delivered a high number of consumers who respond positively to notice programs.

Print media include consumer magazines and newspaper supplements. Most adults read one or more magazines every month. Newspaper supplements are small publications (typically fewer than 30 pages each) that are inserted into weekend or Sunday editions of city newspapers. They have articles that are written for broad appeal and engage readers with their short articles and entertaining editorial content.

Below is a ranking of the largest 15 consumer magazines/newspaper supplements (that accept paid advertising) in the U.S. based on their audience of Adults Age 25-54. See Exhibit I for a full listing of the U.S. consumer magazines and newspaper supplements that are included in the MRI Doublebase Survey.

Print Media Ranked by Adults Age 25-54 Audience		
Ranking	Publication	Adults Age 25-54 Audience (000)
1.	<i>Parade</i>	27,273
2.	<i>People</i>	24,071
3.	<i>Better Homes and Gardens</i>	19,509
4.	<i>National Geographic</i>	16,101
5.	<i>Sports Illustrated</i>	10,926
6.	<i>Parents</i>	10,676
7.	<i>Reader's Digest</i>	10,639
8.	<i>Cosmopolitan</i>	10,172
9.	<i>Good Housekeeping</i>	10,095
10.	<i>Time</i>	9,130

Print Media Ranked by Adults Age 25-54 Audience		
Ranking	Publication	Adults Age 25-54 Audience (000)
11.	<i>ESPN The Magazine</i>	9,042
12.	<i>Woman's Day</i>	8,942
13.	<i>Family Circle</i>	8,623
14.	<i>Men's Health</i>	8,343
15.	<i>Us Weekly</i>	8,208

Exhibits J and K offer the magazine rankings for the other demographic targets, Adults with Sleep Apnea [who] Used a Branded Prescription Remedy and Adults Employed Full Time. Though many of the publications are the same, regardless of the demographic, a few new titles are evident in the Employed Full Time group, such as *Car and Driver*, *Rolling Stone*, and *Money*. All demographic targets will be taken into consideration for the publications selected for the recommended Notice Program.

PRINT-MEDIA RECOMMENDATION

For this Notice Program, A.B. Data recommends both a newspaper supplement and consumer magazines because of their broad reach of the target audience.

The following magazines and newspaper supplement are recommended:



Circulation:	7,600,000
Audience:	39,376,000
Publication Frequency:	12x a year; available midmonth
Ad Size:	1/2 page
Editorial Focus:	Provides home-service information for people who have a serious interest in their homes. Covers in-depth home and family subjects such as food and appliances, building and repairs, decorating, family money management, gardening, travel, health, family entertainment, and more.



Circulation:	2,145,000
Audience:	14,000,000
Publication Frequency:	24 issues per year
Ad Size:	1/2 page
Editorial Focus:	With a combination of unmatched athlete access and bold perspectives, ESPN writers deliver quality content in a trusted environment. The insights and opinions of the magazine's writers and contributors provide readers with thought-provoking commentary from unexpected angles. <i>ESPN The Magazine</i> strives to be the catalyst for the next sports conversation.



Circulation:	4,337,000
Audience:	17,804,000
Publication Frequency:	12x monthly; available midmonth
Ad Size:	1/2 page
Editorial Focus:	Written for women who have many interests and very little time, <i>Good Housekeeping</i> gives information that women can trust about every facet of their lives. Monthly editorial features include food and beverages, home and gardens, health and fitness, and fashion and family.

PARADE

Circulation:	22,000,000
Audience:	54,000,000
Publication Frequency:	52x a year; weekly on Sunday
Ad Size:	1/2 page
Editorial Focus:	<i>Parade's</i> feature stories illuminate the human side of well-known celebrities and celebrate the extraordinary accomplishments of ordinary Americans. <i>Parade</i> feeds America's need for an optimistic voice, providing meaning and importance to our everyday lives. The magazine complements these important features with service-oriented information that readers trust <i>Parade</i> to deliver: health and wellness, food and home, arts and entertainment. See Exhibit L for a complete listing of <i>Parade</i> Carrier Newspapers.



Circulation:	3,450,000
Audience:	42,615,000
Publication Frequency:	52x; weekly on Friday
Ad Size:	1/2 page
Editorial Focus:	Contains insightful, compassionate, and entertaining coverage of the most intriguing people in our culture, from extraordinary people doing the ordinary to ordinary people caught up in extraordinary circumstances. By revealing the human side to every story, <i>People</i> connects readers to their world.



Circulation:	3,067,650
Audience:	20,400,000
Publication Frequency:	12x a year; arrives in home 1st of month
Ad Size:	Digest spread
Editorial Focus:	<i>Reader's Digest</i> simplifies and enriches readers' lives with expertly curated information that is concise, simple, and easily accessible. The magazine takes an optimistic approach that uniquely reflects and understands its readers. The content is real, objective, inspiring, actionable, and important to its readers today. <i>Reader's Digest</i> delivers specifically tailored lifestyle editorial that includes health, food, finance, travel, and savings to a receptive audience in a relevant environment.



Circulation:	1,800,000
Audience:	13,184,000
Publication Frequency:	29 issues per year
Ad Size:	full page
Editorial Focus:	<i>TV Guide</i> has been the respected authority on all things TV for more than 60 years. <i>TV Guide</i> takes readers behind the scenes of their favorite shows to let them know what's worth watching and where to find it.

ONLINE/DIGITAL-MEDIA PLACEMENTS

ONLINE/DIGITAL-MEDIA ANALYSIS

MRI provides data on internet usage by asking survey respondents about their online usage during the 30 days prior or yesterday's use. According to a recent MRI survey, 88% of Adults Age 25-54 used the internet during the last 30 days. Adults in all demographic targets use the internet frequently to obtain medical information, stay current with the news, or even gather information on activities and hobbies. Below is a summary of some of the data gathered by MRI. Exhibits M, N, and O detail all the Internet Usage data from MRI for these categories.

- Exhibit M – Internet Usage: Adults Age 25-54
- Exhibit N – Internet Usage: Adults with Sleep Apnea [who] Used a Branded Prescription Remedy
- Exhibit O – Internet Usage: Adults Employed Full Time

Internet Usage			
Internet Usage	Adults Age 25-54	Have Sleep Apnea and Used Branded Prescription Remedy	Employed Full-Time
Any Internet Usage Last 30 Days	87.60%	79.20%	90.42%
Used Email, Past 30 Days	77.43%	72.55%	80.77%
Used Instant Messenger, Past 30 Days	51.91%	39.10%	51.53%
Obtained Medical Information, Past 30 Days	23.18%	29.80%	24.04%
Obtained News/Current Events Information, Past 30 Days	50.67%	47.63%	53.12%
Looked for Recipes Online, Past 30 Days	36.3%	31.15%	33.58%
Website/Search Engine Used Yesterday: Google	63.15%	54.01%	65.50%

Internet Usage			
Internet Usage	Adults Age 25-54	Have Sleep Apnea and Used Branded Prescription Remedy	Employed Full-Time
Website/Search Engine Used Yesterday: Yahoo!	27.65%	21.58%	27.52%
Website/Search Engine Used Last 30 Days: Google	79.35%	70.83%	82.16%
Website/Search Engine Used Last 30 Days: Yahoo!	41.15%	34.32%	41.40%

Because the internet is such an integral part of the lives of Adults Age 25-54, and particularly for adults who are employed full-time (90% used the internet in past 30 days), it is recommended that online media support this Notice Plan with a significant presence over a 90-day campaign.

Below is a ranking of the top ten websites visited by Adults Age 25-54 in the past 30 days. The rankings for Adults with Sleep Apnea [who] Used a Branded Prescription Remedy and Adults Employed Full Time are available in, respectively, Exhibits N and O. Facebook, YouTube, and Weather.com are the top three ranked websites for all three demographic groups. This information will be used in the selection and negotiation of banner/text ads for the Notice of Settlement campaign.

Top 10 Websites Visited in Past 30 Days (Adults Age 25-54 rankings)			
Website	Adults Age 25-54	Have Sleep Apnea and Used Prescription Remedy	Employed Full-Time
Facebook.com	59.58%	43.47%	58.10%
YouTube.com	47.14%	38.93%	47.37%
Weather.com	31.13%	27.80%	32.80%
Amazon.com	30.42%	26.22%	31.43%
Maps.google.com	23.15%	22.28%	24.82%
Wikipedia.com	21.75%	18.76%	22.85%
Mapquest.com	18.90%	18.48%	20.33%
eBay.com	20.62%	17.49%	20.95%

Top 10 Websites Visited in Past 30 Days (Adults Age 25-54 rankings)			
Website	Adults Age 25-54	Have Sleep Apnea and Used Prescription Remedy	Employed Full-Time
ESPN.com	16.42%	11.64%	18.51%
WebMD.com	14.69%	12.38%	14.18%

ONLINE/DIGITAL-MEDIA RECOMMENDATION

A.B. Data recommends placing ads on a variety of websites, enabling maximum exposure opportunities to reach Eligible Consumers. Additionally, websites with audiences that deliver the specific target audiences effectively will be selected. (Delivery of internet impressions to specific sites and categories is subject to change due to availability at the time A.B. Data negotiates and purchases the media.)

A mix of internet banner and “right-rail” ads is recommended. A minimum of 192,000,000 gross impressions will be purchased. All banners and right-rail ads will include an embedded link to the case-specific website.

The following websites/networks and social media will be reviewed and evaluated for this campaign:



- Facebook will allow specific targeting based on user preferences – people who have “Liked” or used Provigil make Facebook a powerful element of the recommended campaign.
- People who have “Liked” sleep apnea, sleep issues, and shift work disorders will also be targeted.
- Almost 60% of the target audience visited Facebook in the past 30 days, with many being frequent users of the network, using it to post photos and videos, send messages and visit the pages of friends.

YAHOO!

- The Yahoo! network is recommended because of its extremely large network of sites, such as ESPN, Microsoft, Flickr, and hundreds of others.
- Over 41% of the target audience have used Yahoo! to search for news and information online in the past 30 days.
- Yahoo! is a leading internet brand with a network of integrated services, providing users with entertainment, email, and other social platforms.
- A mix of banner ad sizes will be purchased to deliver the message to the target audience.

Google

- Google's Content Network is recommended because banner ads there will show up around relevant content websites, such as those of WebMD, Walmart, Walgreens, CVS, and thousands of other sites.
- The dominant internet search engine with almost 80% of the target audience using it during the past 30 days.

- Bing is now part of the Yahoo! network of companies.
- Pay-per-click campaigns are highly visible and can connect with potential Eligible Consumers.
- Bing ads represent 34% of the mobile search market.
- On average Bing has 5.2 Billion monthly searches; 149 million unique searchers.

THIRD-PARTY NOTICE

THIRD-PARTY NOTICE

Third-party notice to Eligible Consumers will include the following:

- Email notice to targeted doctors' offices and sleep centers, requesting that they send notice to their patients electronically; and/or
- Requesting that doctors and sleep centers post a physical flyer about the case Settlement in their offices; and/or
- Requesting that doctors and sleep centers post a banner ad on their websites about the case Settlement.
- Banner ads to be posted on the website SleepReviewMag.com to reach the doctors and personnel of sleep centers.
- Email from the 15 largest providers of retail pharmacy services to their customers

There are over 218,000 doctors' offices (general practitioners and family physicians) and sleep centers in the United States. A.B. Data will initiate an email "blast" to them with information about the case and request they notify their patients about the case. Also included will be a link to a dedicated page on the case website where they can access a flyer that the doctors and sleep centers can easily print and post in their offices plus banner ads in several sizes that they can post on their websites.

Banner ads will be purchased on the website SleepReviewMag.com to reach the doctors and personnel who work in sleep centers. The banner ad campaign will run for 90 days. There will be a link on the banner ads directly to a dedicated page on the website where they can access a flyer that can be printed and posted in their sleep centers. There will also be banner ads in several sizes they can post on their websites.

Third-party notice will also include a requirement that the 15 largest providers of retail pharmacy services, including mail-order pharmacies,⁴ send notice to their customers electronically and post a digital banner ad on their websites, for which they will be compensated for the reasonable value of their time. Physical placards will also be available for posting in the pharmacies and supplied to all pharmacies that agree to display them. A page on the Settlement website created specifically for pharmacies will provide them with case information and easy access to Notice materials.

⁴These pharmacies, in the aggregate, represent approximately 74% of the prescriptions filled, by revenue, in the United States in 2015. Source: Fein, Adam J., *The 2016 Economic Report on Retail, Mail, and Specialty Pharmacies*, Drug Channel Institute, January 2016.

EARNED MEDIA

EARNED MEDIA

In addition to the Notice Plan involving print publications and digital media, it is recommended that the Attorneys General issue press releases and that a news release be run via PR Newswire US1 National distribution to announce the settlement. The case will gain more attention when the general-market media become aware of this news. The Notice will be distributed via PR Newswire to more than 10,000 newsrooms across the United States, including those in print, TV and radio broadcast, and digital website media. Additionally, the Notice will be sent to any trade publications that are relevant to the industry.

NATIONAL MEDIA DELIVERY



NATIONAL MEDIA DELIVERY

The paid-media program outlined in this plan provides Eligible Consumers with multiple exposure opportunities to the case message through the media vehicles carrying the Notice. The recommended program delivers the following estimated reach and frequency measurements to the Adult 25-54 target audience, as defined by the Doublebase Study from MRI:

Print and Online Reach:	84.55%
Average Frequency:	2.90 times
Gross Impressions:	309,494,000

As the target audience is representative of Eligible Consumers, this proposed Notice plan will reach an estimated 84.55% of those persons. The reach for Adults with Sleep Apnea [who] Used a Branded Prescription Remedy is 82.29%. The reach for Adults Employed Full Time is 86.20%.

NOTICE DESIGN STRATEGIES

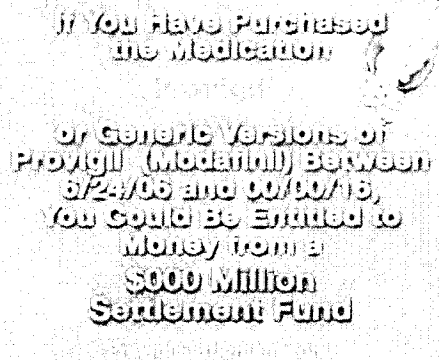
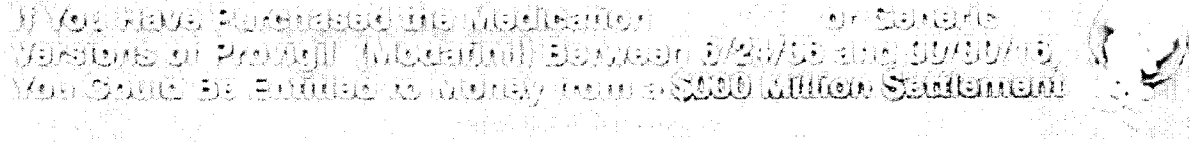
NOTICE DESIGN STRATEGIES

The Federal Rules of Civil Procedure require notices in class action cases to be written in “plain, easily understood language,” and that same concept will be applied in developing the Notice for *State of New York, et al. v. Cephalon, Inc., et al.* The long-form Notice (Exhibit P) has complete case details and options for Eligible Consumers. The long-form Notice will be available on the case website.

The plain-language Summary Notice developed for this program (Exhibit Q) is designed to be seen easily by Eligible Consumers with a large, bold headline. The plain, easily understood language in the text of the Summary Notice will offer Eligible Consumers the opportunity to quickly read the subject of the case, the steps they must take to make a claim, and the legal rights of all Eligible Consumers. Each printed Summary Notice will prominently display a case website address, a toll-free telephone number, and a mailing address so that Eligible Consumers may review the detailed Notice and other information available on the case.

The online text and banner ads will each include a link to the case website so that Eligible Consumers may click on it and go directly to the website for answers and other information. A.B. Data strongly recommends including a generic medication product photo as part of the internet text and banner ads to increase awareness, generate interest, and increase the click-through rate to the case website. We have seen excellent response to digital ads that contain such images.

Below are examples of banner ads that could be used to reach Eligible Consumers.



SCHEDULING

SCHEDULING

The Notice Program is designed to run over a 90-day time period, as provided in the Settlement Agreement. Notice Programs that target consumers have run with this kind of scheduling protocol in dozens of cases during the past 10+ years. We recommend that this Notice Program follow the scheduling precedent that has been set.

Proposed Notice Program Timeline – 2016

Media Notice	Publish Date	Start Date	End Date	Space Close
<i>Better Homes and Gardens</i>	December	11/15	12/15	9/15
<i>ESPN The Magazine</i>	10/17	10/7	10/20	9/14
<i>Good Housekeeping</i>	December	11/15	12/15	9/15
<i>Parade</i>	10/9	10/9	10/15	9/9
<i>People</i>	10/17	10/7	10/14	9/8
<i>Reader's Digest</i>	December	11/15	12/15	9/21
<i>TV Guide</i>	10/24	10/20	11/17	9/26
Internet Banners/Text Ads	10/6	10/6	1/3/17	9/15
PR Newswire	10/6	10/6		10/3

Exhibit A:
National Institutes of Health
Narcolepsy Fact Sheet



National Institute of Neurological Disorders and Stroke

Narcolepsy Fact Sheet

What is narcolepsy?

Narcolepsy is a chronic brain disorder that involves poor control of sleep-wake cycles. People with narcolepsy experience periods of extreme daytime sleepiness and sudden, irresistible bouts of sleep that can strike at any time. These "sleep attacks" usually last a few seconds to several minutes.

Narcolepsy can greatly affect daily activities. People may unwillingly fall asleep while at work or at school, when having a conversation, playing a game, eating a meal, or, most dangerously, when driving or operating other types of machinery. In addition to daytime sleepiness, other major symptoms may include *cataplexy* (a sudden loss of voluntary muscle tone while awake that makes a person go limp or unable to move), vivid dream-like images or hallucinations, as well as total paralysis just before falling asleep or just after waking-up.

Contrary to common beliefs, people with narcolepsy do not spend a substantially greater proportion of their time asleep during a 24-hour period than do normal sleepers. In addition to daytime drowsiness and uncontrollable sleep episodes, most individuals also experience poor sleep quality that can involve frequent waking during nighttime sleep, and other sleep disorders.

For most adults, a normal night's sleep lasts about 8 hours and is composed of four to six separate sleep cycles. A sleep cycle is defined by a segment of non-rapid eye movement (NREM) sleep followed by a period of rapid eye movement (REM) sleep. The NREM segment can be further divided into increasingly deeper stages of sleep according to the size and frequency of brain waves. REM sleep is accompanied by bursts of rapid eye movement along with sharply heightened brain activity and temporary paralysis of the muscles that control posture and body movement. When subjects are awakened, they report that they were "having a dream" more often if they had been in REM sleep than if they had been in NREM sleep. Transitions from NREM to REM sleep are controlled by interactions among groups of neurons (nerve cells) located in different parts of the brain.

For normal sleepers a typical sleep cycle is about 100 to 110 minutes long, beginning with NREM sleep and transitioning to REM sleep after 80 to 100 minutes. People with narcolepsy frequently enter REM sleep within a few minutes of falling asleep.

Who gets narcolepsy?

Narcolepsy affects both males and females equally and appears throughout the world. Symptoms often start in childhood or adolescence, but can occur later in life. The condition is life-long. Narcolepsy is not rare, but it is an underrecognized and underdiagnosed condition. Narcolepsy with cataplexy is estimated to affect about one in every 3,000 Americans. More cases without cataplexy are also likely to exist.

What treatments are available?

Narcolepsy cannot yet be cured, but some of the symptoms can be treated with medicines and lifestyle changes. When cataplexy is present, the loss of hypocretin is believed to be irreversible and life-long. But EDS and cataplexy can be controlled in most individuals with drug treatment. Modafinil and sodium oxybate are two drugs that have been approved by the U.S. Food and Drug Administration for the treatment of narcolepsy.

Doctors prescribe central nervous system alerting agents such as modafinil and amphetamine-like stimulants such as methylphenidate to alleviate EDS and reduce the incidence of sleep attacks. For most people these medications are generally quite effective at reducing daytime drowsiness and improving levels of alertness. However, use of these medications may be associated with several undesirable side effects and must be carefully monitored. Common side effects include irritability and nervousness, shakiness, disturbances in heart rhythm, stomach upset, nighttime sleep disruption, and anorexia. Individuals may also develop tolerance with long-term use, leading to the need for increased dosages to maintain effectiveness. In addition, doctors should be careful when prescribing these drugs and people should be careful using them because the potential for abuse is high with any amphetamine.

Two classes of antidepressant drugs have proved effective in controlling cataplexy in many individuals: tricyclics (including imipramine, desipramine, clomipramine, and protriptyline) and selective serotonin and noradrenergic reuptake inhibitors (including venlafaxine, fluoxetine and atomoxetine). In general, antidepressants produce fewer adverse effects than do amphetamines. But troublesome side effects still occur in some individuals, including impotence, high blood pressure, and heart rhythm irregularities.

In addition to central nervous system alerting agents and antidepressants, sodium oxybate or gamma hydroxybutyrate, also known as GHB or Xyrem®, can be used to treat narcolepsy. Sodium oxybate is a strong sedative that must be taken during the night. Sodium oxybate induces sleep and reduces the symptoms of daytime sleepiness and cataplexy. Due to safety concerns associated with the use of this drug, the distribution of sodium oxybate is tightly restricted.

Exhibit A
Narcolepsy Fact Sheet

Prepared by:
Office of Communications and Public Liaison
National Institute of Neurological Disorders and Stroke
National Institutes of Health
Bethesda, MD 20892

NINDS health-related material is provided for information purposes only and does not necessarily represent endorsement by or an official position of the National Institute of Neurological Disorders and Stroke or any other Federal agency. Advice on the treatment or care of an individual patient should be obtained through consultation with a physician who has examined that patient or is familiar with that patient's medical history.

All NINDS-prepared information is in the public domain and may be freely copied. Credit to the NINDS or the NIH is appreciated.

Last updated April 16, 2014

Exhibit B:
Shift Work Disorder Fact Sheet
from the National Sleep Foundation

Exhibit B
Shift Work Disorder Fact Sheet



Facts about Shift Work Disorder

[Home](#) >> [Sleep Disorders Problems](#) >> [Facts about Shift Work Disorder](#)
[Home](#)

[Symptoms](#)

[Medical Treatment](#)

[Non-medical](#)

[Living&Coping](#)

Facts

An estimated 15% of the U.S. workforce works outside the traditional 9 am – 5 pm workday—this can mean early morning shifts, night shifts, or rotating shifts.

There is variability in how shift work affects people. For example, studies have shown that some, but not all, rotating shift workers experience sleep disturbances.

Approximately 10% of night and rotating shift workers are thought to have shift work sleep disorder. Between roughly 25-30% of shift workers experience symptoms of excessive sleepiness or insomnia. Even if you get enough hours of sleep, you may still experience some symptoms of shift work sleep disorder. This is because your internal clock continues to send you drowsy-making signals during the night (as it is naturally programmed to do), even if you've technically slept enough during the day.

Many shift workers have jobs that naturally require them to be on high alert and make quick, important decisions (such as people in the transportation, medical, and public safety fields). This is what makes shift work sleep disorder especially dangerous.

Night work or rotating shifts may contribute to health conditions [link to SWD 11] like heart disease and cancer.

RELATED CONTENT

[Shift Work Disorder & Sleep](#)

[Shift Work Disorder - Symptoms](#)

[Medical Treatments for Shift Work Disorder](#)

[Non-Medical Treatments to Try if You Suffer From Shift Work Disorder](#)

[Living & Coping With Shift Work Disorder](#)

Exhibit B
Shift Work Disorder Fact Sheet

LATEST NEWS

[Restless legs syndrome: Study raises hope for better drugs](#) **JULY, TUESDAY, 2013**

[Assessing objective daytime sleepiness in children and adults: do we have appropriate instruments?](#) **MAY, SUNDAY, 2013**

[Transcranial magnetic stimulation and sleep disorders: pathophysiological insights](#) **SEPTEMBER, TUESDAY, 2013**

[Efficacy and safety of rotigotine in Japanese patients with restless legs syndrome: a phase 3, multicenter, randomized, placebo-controlled, double-blind, parallel-group study](#) **SEPTEMBER, SUNDAY, 2013**

[Sleep-related eating disorder: a descriptive study in Chilean patients](#) **DECEMBER, SUNDAY, 2013**

Ask The Expert

- [Sleep Hygiene](#)
- [Children and Bedtime Fears](#)
- [Sleep and Teens](#)
- [Stress and Insomnia](#)
- [Sleep, Infants and Parents](#)
- [Sleep and Parasomnias](#)

Popular Sleep Topics

- [Melatonin and Sleep](#)
- [Teens and Sleep](#)
- [Insomnia and Sleep](#)
- [Children and Sleep](#)
- [Backgrounder: School Start Times](#)
- [Sleep Talking](#)

Sleep Tools & Tips

- [How Much Sleep Do We Really Need?](#)
- [Healthy Sleep Tips](#)
- [What Happens When You Sleep?](#)
- [How Sleep Works](#)
- [Myths and Facts about Sleep](#)
- [The Sleep Environment](#)

Exhibit C:

Audience Demographics

Adults with Sleep Apnea and Used a
Branded Prescription Remedy

Exhibit C**Provigil MRI Data****Audience Demographics****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
Men	2137	1.90	60.58	125
Women	1391	1.16	39.42	76
Parents	864	1.17	24.49	77
Educ: graduated college plus	1090	1.69	30.88	111
Educ: attended college	1007	1.52	28.53	101
Educ: graduated high school	1072	1.51	30.39	100
Educ: did not graduate HS	360	1.15	10.20	76
Educ: post graduate	470	2.10	13.32	138
Educ: no college	1432	1.40	40.59	93
Age 18-24	* 107	0.36	3.03	24
Age 25-34	* 233	0.56	6.61	37
Age 35-44	581	1.45	16.47	95
Age 45-54	675	1.52	19.13	100
Age 55-64	912	2.47	25.85	163
Age 65+	1020	2.56	28.91	169
Adults 18-34	340	0.48	9.65	31
Adults 18-49	1262	0.94	35.76	62
Adults 25-54	1489	1.18	42.21	78
Men 18-34	* 211	0.59	5.97	39
Men 18-49	824	1.24	23.35	82
Men 25-54	997	1.60	28.25	105
Women 18-34	* 130	0.37	3.67	24
Women 18-49	438	0.65	12.41	43
Women 25-54	493	0.77	13.96	51
Employment: working full time	1481	1.33	41.97	88
Employment: working part time	214	0.77	6.07	51
Employment: not working	1833	1.97	51.95	130
Occupation: professional and related occupations	453	1.47	12.84	97
Occupation: management, business and financial operations	285	1.28	8.08	85
Occupation: sales and office occupations	288	0.89	8.15	59
Occupation: natural resources, construction and maintenance occup.	* 175	1.37	4.96	91
Occupation: other employed	495	1.20	14.02	79
IEI \$200,000 or over	* 13	0.57	0.36	38
IEI \$150,000-199,999	* 27	1.12	0.77	74
IEI \$100,000-149,999	247	2.88	7.00	190
IEI \$75,000-99,999	201	1.73	5.71	114
IEI \$60,000-74,999	191	1.47	5.40	97
IEI \$50,000-59,999	* 183	1.49	5.18	98
IEI \$40,000-49,999	* 195	1.18	5.54	78
IEI \$30,000-39,999	303	1.60	8.59	105
IEI \$20,000-29,999	* 135	0.67	3.84	44
IEI <\$20,000	200	0.60	5.66	39
Wage earner status: not employed	1833	1.97	51.95	130
Wage earner status: sole earner	484	1.18	13.70	78
Wage earner status: primary earner	722	1.54	20.48	101
Wage earner status: sec earner	489	0.95	13.87	63

Exhibit C**Provigil MRI Data****Audience Demographics****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

		<u>Weighted</u>	<u>%</u>		
		<u>(000)</u>	<u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
HHI \$200,000 or over	*	98	0.92	2.78	61
HHI \$150,000-199,999	*	170	1.23	4.82	81
HHI \$100,000-149,999		489	1.41	13.86	93
HHI \$75,000-99,999		585	1.89	16.58	125
HHI \$60,000-74,999		485	1.93	13.74	128
HHI \$50,000-59,999		298	1.57	8.46	104
HHI \$40,000-49,999		401	1.97	11.38	130
HHI \$30,000-39,999		349	1.56	9.90	103
HHI \$20,000-29,999	*	184	0.80	5.23	53
HHI <\$20,000		467	1.43	13.25	94
HHI \$150,000+		268	1.10	7.61	72
HHI \$100,000+		757	1.28	21.46	85
HHI \$75,000+		1342	1.49	38.04	98
HHI \$60,000+		1827	1.59	51.78	105
HHI \$50,000+		2126	1.59	60.24	105
HHI \$40,000+		2527	1.64	71.62	108
HHI \$30,000+		2876	1.63	81.52	107
Total Net Worth of all HH members: under \$100,000		875	1.21	24.80	79
Total Net Worth of all HH members: \$100,000-249,999		911	1.63	25.81	107
Total Net Worth of all HH members: \$250,000-499,999		1061	1.81	30.06	119
Total Net Worth of all HH members: \$500,000-999,999		488	1.62	13.84	107
Total Net Worth of all HH members: \$1,000,000 or more		193	1.26	5.48	83
Census Region: North East		505	1.19	14.31	78
Census Region: South		1555	1.80	44.08	118
Census Region: Midwest		907	1.79	25.71	118
Census Region: West		561	1.06	15.90	70
Mktg Region: New England	*	145	1.31	4.11	86
Mktg Region: Mid Atlantic		431	1.20	12.22	79
Mktg Region: East Central		479	1.68	13.58	111
Mktg Region: West Central		612	1.77	17.35	117
Mktg Region: Southeast		1042	2.17	29.54	143
Mktg Region: Southwest		370	1.31	10.48	86
Mktg Region: Pacific		449	0.97	12.72	64
Mediamarkets: Top 5		385	0.80	10.92	52
Mediamarkets: Next 5		392	1.66	11.11	109
Mediamarkets: New York	*	157	0.97	4.45	64
Mediamarkets: Los Angeles	*	58	0.43	1.64	28
Mediamarkets: Chicago	*	61	0.83	1.72	55
Metropolitan CBSA		2900	1.49	82.20	98
Micropolitan CBSA/unassigned		628	1.68	17.80	111
County size A		1020	1.07	28.92	70
County size B		1285	1.81	36.43	119
County size C		651	1.92	18.46	127
County size D		571	1.79	16.19	118
Marital status: never married		442	0.70	12.52	46

Exhibit C**Provigil MRI Data****Audience Demographics****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Marital status: now married	2407	1.93	68.20	127
Marital status: legally separated/widowed/divorced	680	1.54	19.27	101
Marital status: engaged	* 87	0.76	2.46	50
HH size: 1	557	1.70	15.80	112
HH size: 2	1585	2.15	44.91	142
HH size: 3-4	1052	1.22	29.82	80
HH size: 5+	335	0.84	9.48	55
Children: any	982	1.05	27.82	69
Children: 1	476	1.23	13.48	81
Children: 2	303	0.93	8.58	61
Children: 3+	* 203	0.93	5.76	61
Child age: <12 months	* 48	0.48	1.36	32
Child age: 12-23 months	* 93	1.11	2.64	73
Child age: <2 years	* 141	0.80	4.00	52
Child age: <6 years	352	0.81	9.99	53
Child age: 2-5 years	269	0.80	7.62	53
Child age: 6-11 years	483	1.14	13.68	75
Child age: 12-17 years	476	1.05	13.49	70
Life cycle: resp 18-34 1 pers HH	* 9	0.18	0.25	12
Life cycle: resp 18-34 married no kids	* 54	1.00	1.53	66
Life cycle: resp 18-34 married yng chld <6	* 80	0.57	2.28	37
Life cycle: resp 18-34 married yng chld 6-17	* 36	1.25	1.02	83
Life cycle: balance of resp 18-34	* 161	0.37	4.57	24
Life cycle: resp 35-49 1 pers HH	* 102	1.95	2.89	128
Life cycle: resp 35-49 married no kids	* 177	2.01	5.03	132
Life cycle: resp 35-49 married yng chld <6	* 165	1.41	4.67	93
Life cycle: resp 35-49 married yng chld 6-11	* 212	1.75	6.00	115
Life cycle: resp 35-49 married yng chld 12-17	* 83	0.99	2.36	66
Life cycle: balance of resp 35-49	* 182	1.13	5.17	75
Life cycle: resp 50+ 1 pers HH	441	2.02	12.50	133
Life cycle: resp 50+ married no kids	1414	2.76	40.08	182
Life cycle: resp 50+ married w/kids	* 185	1.80	5.24	119
Life cycle: balance of resp 50+	226	1.44	6.42	95
Years at pres address: <1 year	332	0.88	9.40	58
Years at pres address: 1-4 years	690	1.13	19.56	75
Years at pres address: 5+ years	2507	1.87	71.04	123
Home owned	2695	1.71	76.37	112

Exhibit C**Provigil MRI Data****Audience Demographics****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Home value: \$500,000+	123	0.89	3.50	59
Home value: \$200,000-499,999	976	1.66	27.67	110
Home value: \$100,000-199,999	1135	2.09	32.18	138
Home value: \$50,000-99,999	* 314	1.45	8.91	96
Home value: <\$50,000	* 145	1.57	4.12	103
Race: White	3029	1.71	85.84	113
Race: Black/African American	401	1.45	11.38	96
Race: American Indian or Alaska Native	* 56	2.16	1.58	142
Race: Asian	* 35	0.49	0.98	32
Race: Other	* 83	0.37	2.36	24
Race: White only	2961	1.71	83.91	112
Race: Black/African American only	392	1.48	11.12	97
Race: Other race/Multiple classifications	* 175	0.54	4.96	36
Spanish spoken in home (most often or other)	268	0.76	7.59	50
Hispanic Respondent personally speaks only english at home	* 110	2.25	3.13	148
Hispanic Respondent personally speaks mostly english, but some spanish at home	* 49	0.61	1.39	40
Hispanic Respondent personally speaks only spanish at home	* 60	0.63	1.69	42
Hispanic Respondent personally speaks mostly spanish, but some english at home	* 33	0.36	0.92	24
Hispanic Respondent personally speaks both english and spanish equally at home	* 0	0.00	0.00	0
Hispanic Respondent personally speaks other language at home	* 0	0.00	0.00	0
Spanish, Hispanic or Latino Origin or Descent	* 252	0.76	7.13	50
Pet owner	2058	1.53	58.31	101
Dog owner	1658	1.59	47.00	105
Cat owner	835	1.47	23.68	97
Have a landline telephone	2615	1.76	74.11	116
Cell phone only (no landline) in HH	910	1.10	25.80	72
Landline only (no cell phone) in HH	* 123	1.37	3.47	91
Generations: Millennials (b.1977-1994)	431	0.57	12.21	38
Generations: GenXers (b.1965-1976)	690	1.39	19.56	91
Generations: Boomers (b. 1946-1964)	1529	2.09	43.33	138
Generations: Early Boomers (b. 1946-1955)	808	2.38	22.89	157
Generations: Late Boomers (b. 1956-1964)	721	1.84	20.44	121
Generations: Pre-Boomers (b. before 1946)	879	2.54	24.90	168

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) -

Base: All

No Audit Report Was Generated

Exhibit D:
Audience Demographics
Adults with Sleep Apnea

Exhibit D**Provigil MRI Data****Audience Demographics****Audience: Adults With Sleep Apnea**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Women	5025	4.18	44.24	86
Parents	2785	3.77	24.52	77
Educ: graduated college plus	2847	4.41	25.06	90
Educ: attended college	3377	5.12	29.73	105
Educ: graduated high school	3509	4.95	30.90	101
Educ: did not graduate HS	1626	5.21	14.31	107
Educ: post graduate	1105	4.94	9.73	101
Educ: no college	5135	5.03	45.21	103
Age 18-24	811	2.72	7.14	56
Age 25-34	1089	2.62	9.59	54
Age 35-44	1804	4.49	15.88	92
Age 45-54	2286	5.16	20.13	106
Age 55-64	2604	7.04	22.93	144
Age 65+	2764	6.94	24.34	142
Adults 18-34	1900	2.66	16.72	55
Adults 18-49	4747	3.55	41.79	73
Adults 25-54	5179	4.11	45.60	84
Men 18-34	1190	3.31	10.47	68
Men 18-49	2879	4.32	25.35	88
Men 25-54	3114	4.99	27.41	102
Women 18-34	710	2.00	6.25	41
Women 18-49	1868	2.78	16.44	57
Women 25-54	2066	3.24	18.19	66
Employment: working full time	4674	4.19	41.15	86
Employment: working part time	917	3.30	8.07	68
Employment: not working	5767	6.18	50.78	127
Occupation: professional and related occupations	1234	4.00	10.87	82
Occupation: management, business and financial operations	1057	4.75	9.30	97
Occupation: sales and office occupations	1259	3.90	11.09	80
Occupation: natural resources, construction and maintenance occup.	566	4.44	4.98	91
Occupation: other employed	1475	3.58	12.99	73
IEI \$200,000 or over	* 80	3.66	0.71	75
IEI \$150,000-199,999	* 158	6.53	1.39	134
IEI \$100,000-149,999	510	5.94	4.49	122
IEI \$75,000-99,999	536	4.62	4.72	95
IEI \$60,000-74,999	612	4.72	5.39	97
IEI \$50,000-59,999	588	4.78	5.18	98
IEI \$40,000-49,999	721	4.34	6.35	89
IEI \$30,000-39,999	685	3.61	6.03	74
IEI \$20,000-29,999	610	3.01	5.37	62
IEI <\$20,000	1089	3.26	9.58	67
Wage earner status: not employed	5767	6.18	50.78	127
Wage earner status: sole earner	1815	4.45	15.98	91
Wage earner status: primary earner	1949	4.15	17.16	85

Exhibit D**Provigil MRI Data****Audience Demographics****Audience: Adults With Sleep Apnea**

	<u>Weighted (000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Wage earner status: sec earner	1826	3.54	16.08	73
HHI \$200,000 or over	439	4.13	3.86	85
HHI \$150,000-199,999	583	4.22	5.13	86
HHI \$100,000-149,999	1395	4.04	12.29	83
HHI \$75,000-99,999	1500	4.86	13.21	100
HHI \$60,000-74,999	1228	4.90	10.81	100
HHI \$50,000-59,999	824	4.34	7.25	89
HHI \$40,000-49,999	960	4.71	8.45	96
HHI \$30,000-39,999	1150	5.13	10.13	105
HHI \$20,000-29,999	1053	4.55	9.27	93
HHI <\$20,000	2225	6.79	19.59	139
HHI \$150,000+	1022	4.18	9.00	86
HHI \$100,000+	2418	4.10	21.28	84
HHI \$75,000+	3918	4.36	34.49	89
HHI \$60,000+	5146	4.48	45.31	92
HHI \$50,000+	5970	4.46	52.56	91
HHI \$40,000+	6930	4.49	61.01	92
HHI \$30,000+	8080	4.57	71.13	94
Total Net Worth of all HH members: under \$100,000	3693	5.09	32.51	104
Total Net Worth of all HH members: \$100,000-249,999	2793	4.99	24.59	102
Total Net Worth of all HH members: \$250,000-499,999	2937	5.01	25.86	103
Total Net Worth of all HH members: \$500,000-999,999	1309	4.35	11.52	89
Total Net Worth of all HH members: \$1,000,000 or more	627	4.09	5.52	84
Census Region: North East	1909	4.49	16.81	92
Census Region: South	4827	5.57	42.50	114
Census Region: Midwest	2537	5.01	22.34	103
Census Region: West	2085	3.94	18.35	81
Mktg Region: New England	469	4.22	4.13	86
Mktg Region: Mid Atlantic	1628	4.52	14.33	93
Mktg Region: East Central	1526	5.36	13.44	110
Mktg Region: West Central	1650	4.78	14.52	98
Mktg Region: Southeast	2802	5.85	24.67	120
Mktg Region: Southwest	1566	5.55	13.79	114
Mktg Region: Pacific	1717	3.71	15.12	76
Mediamarkets: Top 5	1619	3.34	14.25	68
Mediamarkets: Next 5	1023	4.33	9.01	89
Mediamarkets: New York	572	3.54	5.03	72
Mediamarkets: Los Angeles	298	2.21	2.63	45
Mediamarkets: Chicago	298	4.08	2.62	84
Metropolitan CBSA	9320	4.77	82.05	98
Micropolitan CBSA/unassigned	2039	5.45	17.95	112
County size A	3795	3.97	33.41	81

Exhibit D**Provigil MRI Data****Audience Demographics****Audience: Adults With Sleep Apnea**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
County size B	3970	5.58	34.95	114
County size C	1826	5.38	16.08	110
County size D	1767	5.54	15.55	113
Marital status: never married	2155	3.40	18.97	70
Marital status: now married	6584	5.27	57.96	108
Marital status: legally separated/widowed/divorced	2620	5.92	23.07	121
Marital status: engaged	405	3.52	3.56	72
HH size: 1	1845	5.64	16.24	115
HH size: 2	4436	6.02	39.06	123
HH size: 3-4	3668	4.25	32.30	87
HH size: 5+	1409	3.53	12.41	72
Children: any	3565	3.82	31.39	78
Children: 1	1524	3.93	13.41	80
Children: 2	1276	3.90	11.24	80
Children: 3+	765	3.49	6.74	71
Child age: <12 months	* 301	3.04	2.65	62
Child age: 12-23 months	322	3.83	2.83	79
Child age: <2 years	602	3.39	5.30	69
Child age: <6 years	1526	3.50	13.44	72
Child age: 2-5 years	1246	3.70	10.97	76
Child age: 6-11 years	1672	3.94	14.72	81
Child age: 12-17 years	1796	3.98	15.81	81
Life cycle: resp 18-34 1 pers HH	* 129	2.64	1.14	54
Life cycle: resp 18-34 married no kids	* 175	3.25	1.54	67
Life cycle: resp 18-34 married yng chld <6	352	2.49	3.10	51
Life cycle: resp 18-34 married yng chld 6-17	* 138	4.79	1.21	98
Life cycle: balance of resp 18-34	1106	2.51	9.73	51
Life cycle: resp 35-49 1 pers HH	283	5.41	2.49	111
Life cycle: resp 35-49 married no kids	427	4.84	3.76	99
Life cycle: resp 35-49 married yng chld <6	529	4.53	4.66	93
Life cycle: resp 35-49 married yng chld 6-11	488	4.03	4.29	82
Life cycle: resp 35-49 married yng chld 12-17	307	3.67	2.70	75
Life cycle: balance of resp 35-49	813	5.05	7.16	103
Life cycle: resp 50+ 1 pers HH	1400	6.42	12.32	132
Life cycle: resp 50+ married no kids	3568	6.97	31.41	143
Life cycle: resp 50+ married w/kids	600	5.84	5.28	120
Life cycle: balance of resp 50+	1044	6.66	9.19	136
Years at pres address: <1 year	1575	4.16	13.87	85
Years at pres address: 1-4 years	2694	4.42	23.71	90
Years at pres address: 5+ years	7090	5.30	62.42	108
Home owned	7866	4.98	69.25	102
Home value: \$500,000+	489	3.52	4.31	72
Home value: \$200,000-499,999	2732	4.65	24.05	95
Home value: \$100,000-199,999	2901	5.33	25.54	109
Home value: \$50,000-99,999	1048	4.84	9.23	99

Exhibit D**Provigil MRI Data****Audience Demographics****Audience: Adults With Sleep Apnea**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Home value: <\$50,000	695	7.49	6.12	153
Race: White	8942	5.06	78.72	104
Race: Black/African American	1500	5.42	13.21	111
Race: American Indian or Alaska Native	* 154	5.96	1.36	122
Race: Asian	* 120	1.68	1.05	34
Race: Other	858	3.80	7.56	78
Race: White only	8756	5.04	77.09	103
Race: Black/African American only	1441	5.42	12.69	111
Race: Other race/Multiple classifications	1161	3.58	10.23	73
Spanish spoken in home (most often or other)	1487	4.20	13.09	86
Hispanic Respondent personally speaks only english at home	306	6.23	2.69	128
Hispanic Respondent personally speaks mostly english, but some spanish at home	343	4.23	3.02	87
Hispanic Respondent personally speaks only spanish at home	* 368	3.89	3.24	80
Hispanic Respondent personally speaks mostly spanish, but some english at home	* 291	3.20	2.57	66
Hispanic Respondent personally speaks both english and spanish equally at home	* 38	3.15	0.33	65
Hispanic Respondent personally speaks other language at home	* 0	0.00	0.00	0
Spanish, Hispanic or Latino Origin or Descent	1346	4.06	11.85	83
Pet owner	6588	4.89	58.00	100
Dog owner	5107	4.88	44.96	100
Cat owner	2898	5.10	25.52	105
Have a landline telephone	7834	5.26	68.97	108
Cell phone only (no landline) in HH	3476	4.19	30.61	86
Landline only (no cell phone) in HH	537	6.03	4.73	123
Generations: Millennials (b.1977-1994)	2109	2.80	18.57	57
Generations: GenXers (b.1965-1976)	2192	4.40	19.30	90
Generations: Boomers (b. 1946-1964)	4743	6.49	41.76	133
Generations: Early Boomers (b. 1946-1955)	2366	6.97	20.83	143
Generations: Late Boomers (b. 1956-1964)	2377	6.07	20.93	124
Generations: Pre-Boomers (b. before 1946)	2314	6.70	20.37	137

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) - Base: All
No Audit Report Was Generated

Exhibit E:
Audience Demographics
Adults Employed Full Time

Exhibit E**Provigil MRI Data****Audience Demographics****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Employment: working full time	111571	47.95	100.00	100
Men	64117	56.95	57.47	119
Women	47454	39.52	42.53	82
Parents	45866	62.17	41.11	130
Educ: graduated college plus	40728	63.08	36.50	132
Educ: attended college	31874	48.29	28.57	101
Educ: graduated high school	30411	42.91	27.26	89
Educ: did not graduate HS	8558	27.41	7.67	57
Educ: post graduate	14620	65.27	13.10	136
Educ: no college	38969	38.17	34.93	80
Age 18-24	10223	34.30	9.16	72
Age 25-34	26036	62.65	23.34	131
Age 35-44	26721	66.46	23.95	139
Age 45-54	28376	64.07	25.43	134
Age 55-64	17375	46.98	15.57	98
Age 65+	2840	7.13	2.55	15
Adults 18-34	36259	50.80	32.50	106
Adults 18-49	77522	57.97	69.48	121
Adults 25-54	81133	64.36	72.72	134
Men 18-34	21444	59.70	19.22	124
Men 18-49	45523	68.32	40.80	142
Men 25-54	47129	75.60	42.24	158
Women 18-34	14815	41.79	13.28	87
Women 18-49	31999	47.70	28.68	99
Women 25-54	34003	53.37	30.48	111
Employment: working full time	111571	100.00	100.00	209
Employment: working part time	* 0	0.00	0.00	0
Employment: not working	* 0	0.00	0.00	0
Occupation: professional and related occupations	25457	82.51	22.82	172
Occupation: management, business and financial operations	20371	91.58	18.26	191
Occupation: sales and office occupations	23925	74.04	21.44	154
Occupation: natural resources, construction and maintenance occup.	10914	85.72	9.78	179
Occupation: other employed	30904	74.94	27.70	156
IEI \$200,000 or over	2104	96.12	1.89	200
IEI \$150,000-199,999	2330	96.06	2.09	200
IEI \$100,000-149,999	8241	95.99	7.39	200
IEI \$75,000-99,999	11279	97.12	10.11	203
IEI \$60,000-74,999	12417	95.67	11.13	199
IEI \$50,000-59,999	11721	95.17	10.51	198
IEI \$40,000-49,999	15431	92.91	13.83	194
IEI \$30,000-39,999	17082	90.06	15.31	188
IEI \$20,000-29,999	16179	79.85	14.50	167
IEI <\$20,000	14787	44.23	13.25	92
Wage earner status: not employed	* 0	0.00	0.00	0

Exhibit E**Provigil MRI Data****Audience Demographics****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Wage earner status: sole earner	33420	81.89	29.95	171
Wage earner status: primary earner	43140	91.74	38.67	191
Wage earner status: sec earner	35011	67.93	31.38	142
HHI \$200,000 or over	7119	66.97	6.38	140
HHI \$150,000-199,999	9727	70.31	8.72	147
HHI \$100,000-149,999	23255	67.28	20.84	140
HHI \$75,000-99,999	19385	62.79	17.37	131
HHI \$60,000-74,999	14171	56.55	12.70	118
HHI \$50,000-59,999	9440	49.78	8.46	104
HHI \$40,000-49,999	9053	44.41	8.11	93
HHI \$30,000-39,999	8394	37.40	7.52	78
HHI \$20,000-29,999	6409	27.71	5.74	58
HHI <\$20,000	4618	14.09	4.14	29
HHI \$150,000+	16846	68.86	15.10	144
HHI \$100,000+	40101	67.93	35.94	142
HHI \$75,000+	59486	66.17	53.32	138
HHI \$60,000+	73657	64.07	66.02	134
HHI \$50,000+	83097	62.05	74.48	129
HHI \$40,000+	92150	59.72	82.59	125
HHI \$30,000+	100543	56.88	90.12	119
Total Net Worth of all HH members: under \$100,000	28934	39.84	25.93	83
Total Net Worth of all HH members: \$100,000-249,999	30064	53.68	26.95	112
Total Net Worth of all HH members: \$250,000-499,999	30458	51.99	27.30	108
Total Net Worth of all HH members: \$500,000-999,999	15302	50.81	13.72	106
Total Net Worth of all HH members: \$1,000,000 or more	6812	44.44	6.11	93
Census Region: North East	20263	47.67	18.16	99
Census Region: South	40992	47.34	36.74	99
Census Region: Midwest	25341	50.03	22.71	104
Census Region: West	24974	47.21	22.38	98
Mktg Region: New England	5592	50.29	5.01	105
Mktg Region: Mid Atlantic	17099	47.47	15.33	99
Mktg Region: East Central	13578	47.65	12.17	99
Mktg Region: West Central	17782	51.48	15.94	107
Mktg Region: Southeast	21158	44.14	18.96	92
Mktg Region: Southwest	14768	52.29	13.24	109
Mktg Region: Pacific	21594	46.63	19.35	97
Mediamarkets: Top 5	22766	46.99	20.41	98
Mediamarkets: Next 5	12170	51.49	10.91	107
Mediamarkets: New York	7414	45.88	6.64	96
Mediamarkets: Los Angeles	6226	46.10	5.58	96
Mediamarkets: Chicago	3566	48.83	3.20	102
Metropolitan CBSA	95206	48.75	85.33	102

Exhibit E**Provigil MRI Data****Audience Demographics****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Micropolitan CBSA/unassigned	16365	43.78	14.67	91
County size A	47249	49.39	42.35	103
County size B	35225	49.50	31.57	103
County size C	15404	45.39	13.81	95
County size D	13693	42.94	12.27	90
Marital status: never married	29091	45.84	26.07	96
Marital status: now married	66529	53.26	59.63	111
Marital status: legally separated/widowed/divorced	15951	36.03	14.30	75
Marital status: engaged	6803	59.22	6.10	123
HH size: 1	11884	36.31	10.65	76
HH size: 2	32617	44.22	29.23	92
HH size: 3-4	47794	55.40	42.84	116
HH size: 5+	19276	48.31	17.28	101
Children: any	52686	56.39	47.22	118
Children: 1	21721	55.98	19.47	117
Children: 2	19621	60.02	17.59	125
Children: 3+	11345	51.70	10.17	108
Child age: <12 months	4950	50.14	4.44	105
Child age: 12-23 months	4251	50.64	3.81	106
Child age: <2 years	8952	50.43	8.02	105
Child age: <6 years	23566	53.97	21.12	113
Child age: 2-5 years	18401	54.68	16.49	114
Child age: 6-11 years	24238	57.17	21.72	119
Child age: 12-17 years	25446	56.37	22.81	118
Life cycle: resp 18-34 1 pers HH	3274	67.02	2.93	140
Life cycle: resp 18-34 married no kids	4075	75.64	3.65	158
Life cycle: resp 18-34 married yng chld <6	8096	57.21	7.26	119
Life cycle: resp 18-34 married yng chld 6-17	1935	67.20	1.73	140
Life cycle: balance of resp 18-34	18879	42.84	16.92	89
Life cycle: resp 35-49 1 pers HH	3468	66.22	3.11	138
Life cycle: resp 35-49 married no kids	6461	73.13	5.79	153
Life cycle: resp 35-49 married yng chld <6	7915	67.77	7.09	141
Life cycle: resp 35-49 married yng chld 6-11	8041	66.42	7.21	139
Life cycle: resp 35-49 married yng chld 12-17	6048	72.18	5.42	151
Life cycle: balance of resp 35-49	9329	57.92	8.36	121
Life cycle: resp 50+ 1 pers HH	4812	22.08	4.31	46
Life cycle: resp 50+ married no kids	18162	35.49	16.28	74
Life cycle: resp 50+ married w/kids	5771	56.12	5.17	117
Life cycle: balance of resp 50+	5304	33.80	4.75	70
Years at pres address: <1 year	19109	50.52	17.13	105
Years at pres address: 1-4 years	32275	52.92	28.93	110
Years at pres address: 5+ years	60186	44.97	53.94	94
Home owned	76991	48.74	69.01	102
Home value: \$500,000+	6287	45.25	5.64	94

Exhibit E**Provigil MRI Data****Audience Demographics****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Home value: \$200,000-499,999	31024	52.86	27.81	110
Home value: \$100,000-199,999	27836	51.15	24.95	107
Home value: \$50,000-99,999	8991	41.48	8.06	86
Home value: <\$50,000	2853	30.71	2.56	64
Race: White	85209	48.25	76.37	101
Race: Black/African American	11953	43.18	10.71	90
Race: American Indian or Alaska Native	1203	46.53	1.08	97
Race: Asian	3716	52.13	3.33	109
Race: Other	11421	50.51	10.24	105
Race: White only	83753	48.23	75.07	101
Race: Black/African American only	11451	43.09	10.26	90
Race: Other race/Multiple classifications	16367	50.45	14.67	105
Spanish spoken in home (most often or other)	17786	50.21	15.94	105
Hispanic Respondent personally speaks only english at home	2480	50.52	2.22	105
Hispanic Respondent personally speaks mostly english, but some spanish at home	4304	53.04	3.86	111
Hispanic Respondent personally speaks only spanish at home	3957	41.79	3.55	87
Hispanic Respondent personally speaks mostly spanish, but some english at home	4939	54.25	4.43	113
Hispanic Respondent personally speaks both english and spanish equally at home	671	55.58	0.60	116
Hispanic Respondent personally speaks other language at home	* 192	57.38	0.17	120
Spanish, Hispanic or Latino Origin or Descent	16541	49.92	14.83	104
Pet owner	69374	51.47	62.18	107
Dog owner	54738	52.33	49.06	109
Cat owner	28804	50.73	25.82	106
Have a landline telephone	65207	43.78	58.44	91
Cell phone only (no landline) in HH	46111	55.63	41.33	116
Landline only (no cell phone) in HH	1122	12.60	1.01	26
Generations: Millennials (b.1977-1994)	38749	51.53	34.73	107
Generations: GenXers (b.1965-1976)	32905	66.11	29.49	138
Generations: Boomers (b. 1946-1964)	38115	52.12	34.16	109
Generations: Early Boomers (b. 1946-1955)	13567	39.93	12.16	83
Generations: Late Boomers (b. 1956-1964)	24548	62.69	22.00	131
Generations: Pre-Boomers (b. before 1946)	1802	5.21	1.61	11

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) -

Base: All

No Audit Report Was Generated

Exhibit F:
Media Quintiles
Adults Age 25-54

Exhibit F**Provigil MRI Data****Media Quintiles****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Magazine Quintile I	26898	57.89	21.34	107
Magazine Quintile II	25015	53.88	19.85	99
Magazine Quintile III	25280	54.29	20.06	100
Magazine Quintile IV	24936	53.51	19.78	99
Magazine Quintile V	23925	51.33	18.98	95
Newspaper Quintile I	16927	36.48	13.43	67
Newspaper Quintile II	26177	56.15	20.77	104
Newspaper Quintile III	27647	59.49	21.93	110
Newspaper Quintile IV	27654	59.51	21.94	110
Newspaper Quintile V	27650	59.23	21.93	109
Radio Quintile I	27687	59.43	21.96	110
Radio Quintile II	27302	58.73	21.66	108
Radio Quintile III	27731	59.63	22.00	110
Radio Quintile IV	24250	52.02	19.24	96
Radio Quintile V	19083	41.08	15.14	76
TV (Total) Quintile I	18840	40.61	14.95	75
TV (Total) Quintile II	23117	49.70	18.34	92
TV (Total) Quintile III	27151	58.37	21.54	108
TV (Total) Quintile IV	28255	60.59	22.41	112
TV (Total) Quintile V	28692	61.56	22.76	114
Internet Quintile I (Heavy)	28225	60.56	22.39	112
Internet Quintile II	28700	61.88	22.77	114
Internet Quintile III	28318	60.71	22.46	112
Internet Quintile IV	23968	51.62	19.01	95
Internet Quintile V (Light)	16843	36.15	13.36	67
Outdoor Quintile I	28916	62.28	22.94	115
Outdoor Quintile II	27965	60.27	22.18	111
Outdoor Quintile III	25311	54.46	20.08	101
Outdoor Quintile IV	22852	49.16	18.13	91
Outdoor Quintile V	21009	44.83	16.67	83
TV (Primetime) Quintile I	21271	45.90	16.87	85
TV (Primetime) Quintile II	24610	53.06	19.52	98
TV (Primetime) Quintile III	26656	57.20	21.15	106
TV (Primetime) Quintile IV	27190	58.19	21.57	107
TV (Primetime) Quintile V	26327	56.48	20.89	104
TV (Daytime) Tercile I	9456	39.22	7.50	72
TV (Daytime) Tercile II	10191	42.21	8.08	78
TV (Daytime) Tercile III	10830	44.71	8.59	83

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population
(000) - Base: All

Exhibit G:

Media Quintiles

Adults with Sleep Apnea and Used a
Branded Prescription Remedy

Exhibit G**Provigil MRI Data****Media Quintiles****Audience: Adults With Sleep Apnea & Used
a Branded Prescription Remedy**

	<u>Weighted (000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
Magazine Quintile I	818	1.76	23.19	116
Magazine Quintile II	800	1.72	22.66	114
Magazine Quintile III	779	1.67	22.09	110
Magazine Quintile IV	513	1.10	14.54	73
Magazine Quintile V	618	1.33	17.52	87
Newspaper Quintile I	924	1.99	26.20	131
Newspaper Quintile II	694	1.49	19.68	98
Newspaper Quintile III	593	1.28	16.80	84
Newspaper Quintile IV	655	1.41	18.55	93
Newspaper Quintile V	662	1.42	18.77	94
Radio Quintile I	563	1.21	15.97	80
Radio Quintile II	777	1.67	22.02	110
Radio Quintile III	706	1.52	20.00	100
Radio Quintile IV	771	1.65	21.86	109
Radio Quintile V	711	1.53	20.15	101
TV (Total) Quintile I	1126	2.43	31.91	160
TV (Total) Quintile II	887	1.91	25.14	126
TV (Total) Quintile III	574	1.23	16.25	81
TV (Total) Quintile IV	440	0.94	12.48	62
TV (Total) Quintile V	502	1.08	14.21	71
Internet Quintile I (Heavy)	672	1.44	19.04	95
Internet Quintile II	667	1.44	18.89	95
Internet Quintile III	750	1.61	21.27	106
Internet Quintile IV	663	1.43	18.80	94
Internet Quintile V (Light)	776	1.67	22.00	110
Outdoor Quintile I	625	1.35	17.70	89
Outdoor Quintile II	723	1.56	20.49	103
Outdoor Quintile III	794	1.71	22.51	113
Outdoor Quintile IV	711	1.53	20.16	101
Outdoor Quintile V	675	1.44	19.14	95
TV (Primetime) Quintile I	1101	2.38	31.20	157
TV (Primetime) Quintile II	855	1.84	24.23	122
TV (Primetime) Quintile III	537	1.15	15.22	76
TV (Primetime) Quintile IV	520	1.11	14.73	73
TV (Primetime) Quintile V	516	1.11	14.63	73
TV (Daytime) Tercile I	631	2.62	17.87	172
TV (Daytime) Tercile II	456	1.89	12.92	124
TV (Daytime) Tercile III	354	1.46	10.04	96

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) -

Base: All

No Audit Report Was Generated

Exhibit H:
Media Quintiles
Adults Employed Full Time

Exhibit H**Provigil MRI Data****Media Quintiles****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Employment: working full time	111571	47.95	100.00	100
Magazine Quintile I	23806	51.24	21.34	107
Magazine Quintile II	23097	49.75	20.70	104
Magazine Quintile III	22902	49.19	20.53	103
Magazine Quintile IV	22204	47.65	19.90	99
Magazine Quintile V	19562	41.97	17.53	88
Newspaper Quintile I	18842	40.60	16.89	85
Newspaper Quintile II	23539	50.49	21.10	105
Newspaper Quintile III	23773	51.15	21.31	107
Newspaper Quintile IV	22829	49.12	20.46	102
Newspaper Quintile V	22587	48.38	20.24	101
Radio Quintile I	26498	56.88	23.75	119
Radio Quintile II	24367	52.42	21.84	109
Radio Quintile III	25887	55.66	23.20	116
Radio Quintile IV	20839	44.70	18.68	93
Radio Quintile V	13980	30.09	12.53	63
TV (Total) Quintile I	10540	22.72	9.45	47
TV (Total) Quintile II	21276	45.75	19.07	95
TV (Total) Quintile III	25948	55.79	23.26	116
TV (Total) Quintile IV	27967	59.98	25.07	125
TV (Total) Quintile V	25840	55.44	23.16	116
Internet Quintile I (Heavy)	25914	55.60	23.23	116
Internet Quintile II	25730	55.47	23.06	116
Internet Quintile III	25906	55.54	23.22	116
Internet Quintile IV	21706	46.75	19.45	97
Internet Quintile V (Light)	12315	26.43	11.04	55
Outdoor Quintile I	29743	64.06	26.66	134
Outdoor Quintile II	27911	60.15	25.02	125
Outdoor Quintile III	22939	49.36	20.56	103
Outdoor Quintile IV	18228	39.21	16.34	82
Outdoor Quintile V	12749	27.20	11.43	57
TV (Primetime) Quintile I	16878	36.42	15.13	76
TV (Primetime) Quintile II	21985	47.40	19.71	99
TV (Primetime) Quintile III	24444	52.45	21.91	109
TV (Primetime) Quintile IV	24936	53.37	22.35	111
TV (Primetime) Quintile V	23327	50.05	20.91	104
TV (Daytime) Tercile I	3671	15.23	3.29	32
TV (Daytime) Tercile II	5312	22.00	4.76	46
TV (Daytime) Tercile III	7634	31.52	6.84	66

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) -

Base: All

No Audit Report Was Generated

Exhibit I:
Magazine Ranker
Adults Age 25-54

Exhibit I**Provigil MRI Data****Magazine Ranker****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Parade Carrier Newspapers [q] [newspaper]	27273	46.44	21.64	86
People	24071	56.83	19.10	105
Metro-Puck Carrier Newspaper [newspaper]	23067	48.92	18.30	90
NNN Top 100-Daily [newspaper]	22107	41.42	17.54	76
NNN Top 25-Sunday [newspaper]	20899	47.76	16.58	88
Better Homes & Gardens	19509	54.13	15.48	100
USA Weekend Carrier Newspapers [q] [newspaper]	16836	45.37	13.36	84
National Geographic	16101	51.55	12.77	95
NNN Top 25-Daily [newspaper]	13235	41.97	10.50	77
Costco Connection, The	12008	59.38	9.53	110
Sports Illustrated	10926	56.11	8.67	104
Parents	10676	76.57	8.47	141
Reader's Digest	10639	45.05	8.44	83
Cosmopolitan	10172	59.89	8.07	111
Good Housekeeping	10095	48.20	8.01	89
Time	9130	50.68	7.24	94
ESPN The Magazine	9042	62.35	7.17	115
Woman's Day [j]	8942	49.36	7.09	91
Family Circle [j]	8623	49.63	6.84	92
NNN Top 10-Daily [newspaper]	8601	43.67	6.82	81
Men's Health	8343	67.07	6.62	124
Us Weekly	8208	65.65	6.51	121
AARP The Magazine	7527	22.84	5.97	42
Rolling Stone	7437	62.15	5.90	115
Southern Living	7286	48.75	5.78	90
Glamour	7152	62.30	5.67	115
Car And Driver	6746	64.96	5.35	120
O, Oprah Magazine, The	6735	56.12	5.34	104
In Style	6564	64.84	5.21	120
Maxim	6528	72.70	5.18	134
Vogue	6514	56.53	5.17	104
Consumer Reports	6469	43.65	5.13	81
Sunday Mag/Net Carrier Newspapers [newspaper]	6277	48.18	4.98	89
Cooking Light	6170	56.52	4.89	104
Women's Health	6159	60.65	4.89	112
Entertainment Weekly	6057	61.64	4.80	114
Food Network Magazine	5996	59.34	4.76	110
Martha Stewart Living	5768	57.04	4.58	105
Weight Watchers	5636	56.55	4.47	104
Country Living	5621	50.33	4.46	93
TV Guide [r]	5601	48.65	4.44	90

Exhibit I**Provigil MRI Data****Magazine Ranker****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Game Informer	5593	56.78	4.44	105
Ebony	5337	60.27	4.23	111
Men's Fitness	5292	67.37	4.20	124
Scholastic Parent & Child	5259	75.36	4.17	139
Star	5219	62.84	4.14	116
Field & Stream	5193	60.14	4.12	111
National Geographic Kids	5107	80.52	4.05	149
Guns & Ammo	5029	60.00	3.99	111
Fitness	5000	67.48	3.97	125
Essence	4867	67.32	3.86	124
Real Simple	4747	63.42	3.77	117
National Geographic Traveler	4729	56.02	3.75	103
Popular Mechanics	4726	57.82	3.75	107
In Touch [m]	4680	68.31	3.71	126
People En Espanol	4670	66.98	3.70	124
Food & Wine	4593	63.23	3.64	117
WebMD the Magazine [t]	4551	59.40	3.61	110
National Enquirer	4403	58.97	3.49	109
Redbook	4403	56.52	3.49	104
Motor Trend	4345	61.33	3.45	113
GQ (Gentlemen's Quarterly)	4334	67.06	3.44	124
Jet [o]	4258	62.99	3.38	116
Shape	4225	73.62	3.35	136
Ladies' Home Journal	4166	41.16	3.30	76
Health	4136	54.58	3.28	101
Every Day with Rachael Ray	4128	66.41	3.27	123
Allure	3872	60.75	3.07	112
Muscle & Fitness	3867	67.13	3.07	124
Self	3826	69.81	3.04	129
Vanity Fair	3800	58.50	3.01	108
Prevention	3762	43.58	2.98	80
Hot Rod	3724	60.03	2.95	111
Popular Science	3714	54.84	2.95	101
Discover	3672	56.22	2.91	104
Money	3661	53.52	2.90	99
FamilyFun	3594	75.57	2.85	139
Seventeen	3544	43.23	2.81	80
Woman's World	3495	51.28	2.77	95
American Baby	3433	67.20	2.72	124
Elle	3391	60.09	2.69	111
Diabetic Cooking	3371	48.13	2.67	89

Exhibit I**Provigil MRI Data****Magazine Ranker****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
North American Hunter	3360	63.42	2.67	117
Delta Sky Magazine	3343	66.86	2.65	123
Cooking with Paula Deen	3316	54.35	2.63	100
Playboy	3307	58.25	2.62	108
Outdoor Life	3296	59.40	2.61	110
Bon Appetit	3283	54.97	2.60	101
Brides [h]	3204	61.72	2.54	114
Tribune Newspapers Sunday	3196	47.07	2.54	87
This Old House	3159	58.98	2.51	109
Travel + Leisure	3153	58.25	2.50	108
OK!	3126	63.82	2.48	118
Golf Digest	3084	52.66	2.45	97
Road & Track	3039	63.31	2.41	117
Forbes [k]	2806	56.23	2.23	104
American Hunter	2729	60.46	2.17	112
National Wildlife	2716	52.13	2.15	96
American Rifleman	2691	51.76	2.13	96
Game & Fish / Sportsman [l]	2690	56.47	2.13	104
Garden Design [q]	2682	56.25	2.13	104
Life & Style Weekly	2665	63.27	2.11	117
Traditional Home	2632	56.11	2.09	104
Family Handyman, The	2592	55.61	2.06	103
Smithsonian	2573	40.07	2.04	74
Marie Claire	2560	65.55	2.03	121
Bridal Guide	2551	62.30	2.02	115
House Beautiful	2550	45.94	2.02	85
Golf Magazine	2513	50.78	1.99	94
All You	2487	63.59	1.97	117
Eating Well	2420	54.12	1.92	100
Sunset	2357	49.20	1.87	91
Architectural Digest	2322	53.48	1.84	99
Fortune	2285	62.48	1.81	115
Automobile	2264	63.13	1.80	117
First for Women	2254	57.25	1.79	106
Birds & Blooms	2200	36.44	1.75	67
Coastal Living	2173	55.32	1.72	102
Soap Opera Digest	2152	59.69	1.71	110
Diabetes Self-Management	2148	41.11	1.70	76
Black Enterprise	2141	67.88	1.70	125
Southwest Spirit	2105	60.51	1.67	112
US Airways Magazine	2024	66.10	1.61	122

Exhibit I**Provigil MRI Data****Magazine Ranker****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
WWE Magazine	2011	62.50	1.60	115
Harper's Bazaar	1960	60.51	1.55	112
Runner's World	1951	73.38	1.55	135
Bassmaster	1928	60.21	1.53	111
In-Fisherman	1916	59.53	1.52	110
Guideposts	1912	35.95	1.52	66
North American Fisherman	1903	58.23	1.51	107
New York Times (Sunday) [newspaper]	1883	49.16	1.49	91
Entrepreneur	1857	70.74	1.47	131
Natural Health	1843	56.92	1.46	105
Town & Country	1837	54.22	1.46	100
Wine Spectator	1835	62.80	1.46	116
4 Wheel & Off-Road	1829	70.28	1.45	130
PC World	1826	61.43	1.45	113
United Hemispheres [o]	1816	68.58	1.44	127
Wired	1800	65.02	1.43	120
Diabetes Forecast	1799	43.42	1.43	80
Conde Nast Traveler	1773	53.36	1.41	98
Hunting	1758	62.75	1.39	116
Midwest Living	1751	49.53	1.39	91
Ser Padres	1726	84.49	1.37	156
Psychology Today	1725	51.52	1.37	95
New Yorker, The	1721	47.98	1.37	89
Super Chevy	1715	59.62	1.36	110
Four Wheeler	1707	69.45	1.35	128
Latina	1664	68.71	1.32	127
USA Today [q] [newspaper]	1658	56.05	1.32	103
Tribune Newspapers Daily	1631	39.30	1.29	73
Esquire	1627	62.71	1.29	116
Lucky	1613	61.74	1.28	114
Cycle World	1577	62.03	1.25	114
Scientific American	1573	53.95	1.25	100
Economist, The	1559	59.34	1.24	110
Outside	1510	66.80	1.20	123
Motorcyclist	1438	67.32	1.14	124
Arthritis Today	1417	34.01	1.12	63
Car Craft	1409	58.67	1.12	108
Texas Monthly	1405	56.42	1.11	104
Working Mother	1401	69.96	1.11	129
Elle Decor	1381	65.08	1.10	120
Teen Vogue	1351	39.01	1.07	72

Exhibit I**Provigil MRI Data****Magazine Ranker****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Street Rodder	1345	59.61	1.07	110
Ducks Unlimited	1342	51.07	1.06	94
Wall Street Journal [q] [newspaper]	1316	46.91	1.04	87
Fit Pregnancy	1251	72.43	0.99	134
Siempre Mujer	1235	71.81	0.98	133
Cigar Aficionado	1228	69.85	0.97	129
Country Sampler	1193	54.62	0.95	101
Boating	1183	56.48	0.94	104
Mother Earth News	1173	50.31	0.93	93
Yoga Journal	1142	57.51	0.91	106
Bicycling	1101	65.52	0.87	121
New York Times Daily [newspaper]	1087	48.39	0.86	89
Handy	1085	55.59	0.86	103
Los Angeles Times (Sunday) [newspaper]	1032	48.16	0.82	89
American Way	1009	67.48	0.80	125
Popular Photography	979	51.63	0.78	95
Chicago Tribune Sunday [newspaper]	964	49.75	0.76	92
Catholic Digest [i]	929	43.26	0.74	80
New York Magazine	899	54.56	0.71	101
Macworld	881	59.24	0.70	109
American Legion	872	27.26	0.69	50
Salt Water Sportman	871	58.57	0.69	108
Inc.	862	65.17	0.68	120
USA Hockey	859	66.25	0.68	122
More	834	50.86	0.66	94
Saturday Evening Post	827	36.57	0.66	67
Dirt Rider	825	59.52	0.65	110
Kiplinger's Personal Finance	825	42.81	0.65	79
W	813	57.74	0.64	107
Veranda	812	53.75	0.64	99
Tennis	795	56.58	0.63	104
Backpacker	793	70.12	0.63	129
Details	778	80.90	0.62	149
VFW Magazine	778	27.89	0.62	51
Ski	759	59.92	0.60	111
Yankee	742	41.25	0.59	76
Maximum PC	740	68.58	0.59	127
Washington Post (Sunday) [newspaper]	727	44.87	0.58	83
Dwell	708	67.36	0.56	124
Audubon	630	41.26	0.50	76
American Photo	586	54.48	0.46	101

Exhibit I**Provigil MRI Data****Magazine Ranker****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Atlantic, The	563	47.68	0.45	88
Golf World	555	50.53	0.44	93
Sierra	539	48.04	0.43	89
Flying	529	54.25	0.42	100
Yachting	390	48.44	0.31	89
Barron's	342	41.66	0.27	77

(h) Pub freq changed from monthly to bimthly in W68 meas mth

(i) Pub monthly in W68 but meas as a bimonthly

(j) Pub is now monthly and meas as triwklly in W65-66

(k) Pub is now triwklly and meas as biwklly in W65-68

(l) Pub is a net est comprised 2 sep meas but not related titles

(m) Pub was meas as In Touch Weekly in W65-66

(o) Pub is now biwkllyand measured as wkly in W65-66

(q) Pub circ and aud est only reflect daily or Sun/Wkend papers

(r) Pub is now biwklly was meas as wkly in W65-68

(t) Pub was meas as WebMD The Magazine in W65-68

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) - Base:

All

Exhibit J:

Magazine Ranker

Adults with Sleep Apnea and Used a
Branded Prescription Remedy

Exhibit J**Provigil MRI Data****Magazine Ranker****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
NNN Top 100-Sunday [newspaper]	1368	1.83	38.76	120
Parade Carrier Newspapers [q] [newspaper]	1113	1.89	31.54	125
NNN Top 100-Daily [newspaper]	904	1.69	25.62	112
AARP The Magazine	896	2.72	25.39	179
Metro-Puck Carrier Newspaper [newspaper]	784	1.66	22.22	110
USA Weekend Carrier Newspapers [q] [newspaper]	684	1.84	19.37	121
NNN Top 25-Sunday [newspaper]	665	1.52	18.84	100
National Geographic	582	1.86	16.50	123
Better Homes & Gardens	576	1.60	16.33	105
Reader's Digest	571	2.42	16.19	159
People	550	1.30	15.59	86
NNN Top 25-Daily [newspaper]	533	1.69	15.09	111
Consumer Reports	446	3.01	12.65	199
Good Housekeeping	443	2.11	12.54	139
Sports Illustrated	367	1.89	10.41	124
Southern Living	366	2.45	10.38	162
Woman's Day [j]	356	1.96	10.09	130
Family Circle [j]	338	1.95	9.58	128
Costco Connection, The	326	1.61	9.23	106
Money	277	4.04	7.84	267
Time	276	1.53	7.82	101
NNN Top 10-Daily [newspaper]	276	1.40	7.81	92
Country Living	* 252	2.25	7.13	149
Guns & Ammo	* 251	2.99	7.10	197
WebMD the Magazine [t]	* 235	3.06	6.65	202
Prevention	* 222	2.57	6.30	170
Men's Health	219	1.76	6.21	116
Cooking Light	* 218	1.99	6.17	131
O, Oprah Magazine, The	* 215	1.79	6.10	118
Birds & Blooms	* 210	3.47	5.94	229
Arthritis Today	* 203	4.87	5.75	321
Ladies' Home Journal	* 198	1.96	5.62	129
Diabetic Cooking	* 189	2.70	5.37	178
Popular Mechanics	* 187	2.29	5.30	151
Smithsonian	* 184	2.87	5.22	189
Guideposts	* 184	3.46	5.21	228
Parents	* 182	1.30	5.15	86
ESPN The Magazine	* 177	1.22	5.02	81
Diabetes Self-Management	* 176	3.37	4.99	222
Ebony	* 176	1.99	4.98	131
Redbook	* 175	2.25	4.97	148
Weight Watchers	* 171	1.71	4.84	113
Sunday Mag/Net Carrier Newspapers [newspaper]	169	1.30	4.78	85
Health	* 166	2.19	4.69	144
North American Hunter	* 162	3.06	4.60	202
Woman's World	* 162	2.38	4.59	157

Exhibit J**Provigil MRI Data****Magazine Ranker****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

		<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Women's Health	*	161	1.58	4.56	104
Field & Stream	*	160	1.85	4.53	122
Entertainment Weekly	*	159	1.61	4.50	106
Cosmopolitan	*	158	0.93	4.47	61
Popular Science	*	157	2.32	4.46	153
Outdoor Life	*	151	2.72	4.28	180
American Hunter	*	150	3.32	4.25	219
TV Guide [r]	*	149	1.30	4.23	86
Car And Driver	*	148	1.43	4.20	94
Martha Stewart Living	*	148	1.46	4.19	96
Food Network Magazine	*	147	1.45	4.15	96
Rolling Stone	*	142	1.19	4.03	78
Family Handyman, The	*	141	3.03	4.00	200
Us Weekly	*	141	1.13	3.99	74
American Rifleman	*	139	2.68	3.94	177
Diabetes Forecast	*	138	3.33	3.91	220
Game Informer	*	138	1.40	3.91	92
Maxim	*	137	1.53	3.88	101
Motor Trend	*	135	1.90	3.82	125
National Geographic Traveler	*	134	1.59	3.81	105
Men's Fitness	*	130	1.66	3.70	109
This Old House	*	122	2.29	3.47	151
Garden Design [q]	*	121	2.54	3.43	167
American Legion	*	120	3.76	3.41	248
Game & Fish / Sportsman [l]	*	120	2.52	3.40	166
National Geographic Kids	*	115	1.81	3.25	119
Eating Well	*	112	2.50	3.16	165
Soap Opera Digest	*	111	3.09	3.16	204
Essence	*	111	1.53	3.14	101
Jet [o]	*	109	1.62	3.10	107
Golf Digest	*	106	1.82	3.02	120
Midwest Living	*	102	2.88	2.89	190
National Enquirer	*	101	1.35	2.86	89
Food & Wine	*	98	1.35	2.79	89
Scientific American	*	98	3.37	2.79	222
USA Today [q] [newspaper]	*	98	3.33	2.79	220
Travel + Leisure	*	97	1.78	2.74	118
Vogue	*	96	0.83	2.72	55
Town & Country	*	94	2.78	2.67	183
WWE Magazine	*	94	2.92	2.66	192
Cooking with Paula Deen	*	94	1.53	2.65	101
PC World	*	91	3.07	2.58	202
Hot Rod	*	90	1.45	2.56	96
Fitness	*	90	1.21	2.55	80
Star	*	90	1.08	2.54	71
In-Fisherman	*	88	2.74	2.50	181
Sunset	*	88	1.84	2.50	122
House Beautiful	*	87	1.58	2.48	104
Playboy	*	87	1.53	2.47	101
Bon Appetit	*	87	1.45	2.46	96
National Wildlife	*	86	1.66	2.45	109
Discover	*	86	1.32	2.44	87
Coastal Living	*	85	2.16	2.41	142
VFW Magazine	*	85	3.05	2.41	201

Exhibit J**Provigil MRI Data****Magazine Ranker****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

		<u>Weighted</u>	<u>%</u>		
		<u>(000)</u>	<u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Fortune	*	83	2.27	2.36	150
Economist, The	*	83	3.16	2.35	208
Vanity Fair	*	83	1.27	2.34	84
Golf Magazine	*	81	1.64	2.31	108
Seventeen	*	81	0.99	2.31	65
All You	*	79	2.03	2.25	134
Hunting	*	80	2.84	2.25	187
Wall Street Journal [q] [newspaper]	*	79	2.82	2.24	186
Psychology Today	*	79	2.35	2.23	155
Black Enterprise	*	78	2.47	2.21	163
Saturday Evening Post	*	78	3.45	2.21	228
Every Day with Rachael Ray	*	78	1.25	2.20	82
Forbes [k]	*	74	1.48	2.10	98
New Yorker, The	*	74	2.07	2.10	136
Delta Sky Magazine	*	74	1.48	2.09	97
Texas Monthly	*	73	2.94	2.08	194
Wired	*	71	2.58	2.03	170
OK!	*	70	1.43	1.98	94
Real Simple	*	70	0.94	1.98	62
Tribune Newspapers Sunday	*	69	1.01	1.95	67
In Touch [m]	*	67	0.97	1.89	64
Conde Nast Traveler	*	65	1.95	1.83	128
Glamour	*	65	0.56	1.83	37
Audubon	*	64	4.21	1.82	278
In Style	*	64	0.63	1.82	42
Handy	*	64	3.26	1.80	215
FamilyFun	*	63	1.32	1.78	87
Muscle & Fitness	*	61	1.07	1.74	70
Traditional Home	*	60	1.28	1.71	85
American Baby	*	60	1.18	1.70	78
Southwest Spirit	*	60	1.72	1.70	113
Bicycling	*	60	3.56	1.69	234
Bassmaster	*	59	1.83	1.66	121
Country Sampler	*	57	2.61	1.62	172
First for Women	*	57	1.45	1.62	95
Ducks Unlimited	*	55	2.10	1.57	139
Elle	*	54	0.96	1.53	63
Automobile	*	52	1.45	1.48	96
North American Fisherman	*	51	1.57	1.45	104
GQ (Gentlemen's Quarterly)	*	50	0.77	1.41	51
Entrepreneur	*	49	1.86	1.39	123
Boating	*	48	2.30	1.37	152
Teen Vogue	*	48	1.38	1.35	91
New York Times (Sunday) [newspaper]	*	47	1.23	1.34	81
Outside	*	47	2.06	1.32	136
Architectural Digest	*	46	1.05	1.29	69
Bridal Guide	*	45	1.11	1.29	73
Salt Water Sportman	*	46	3.07	1.29	203
Popular Photography	*	43	2.29	1.23	151
Tribune Newspapers Daily	*	42	1.02	1.20	67
Allure	*	41	0.65	1.17	43

Exhibit J

Provigil MRI Data

Magazine Ranker

Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy

		<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Catholic Digest [i]	*	41	1.91	1.17	126
Lucky	*	41	1.56	1.15	103
Runner's World	*	39	1.47	1.11	97
Marie Claire	*	38	0.98	1.09	65
Shape	*	39	0.67	1.09	44
Harper's Bazaar	*	38	1.17	1.07	77
Car Craft	*	37	1.56	1.06	103
Macworld	*	38	2.52	1.06	166
Self	*	38	0.69	1.06	45
Brides [h]	*	37	0.72	1.05	47
Backpacker	*	35	3.10	1.00	205
American Way	*	34	2.25	0.96	149
Life & Style Weekly	*	34	0.80	0.95	53
Super Chevy	*	33	1.16	0.94	76
Dirt Rider	*	32	2.31	0.91	152
Motorcyclist	*	32	1.50	0.91	99
Esquire	*	31	1.21	0.89	80
US Airways Magazine	*	31	1.03	0.89	68
Wine Spectator	*	31	1.08	0.89	71
Sierra	*	31	2.76	0.88	182
Kiplinger's Personal Finance	*	30	1.58	0.86	104
New York Times Daily [newspaper]	*	29	1.28	0.82	84
Four Wheeler	*	28	1.14	0.79	75
People En Espanol	*	27	0.39	0.78	26
Scholastic Parent & Child	*	27	0.39	0.76	26
Atlantic, The	*	26	2.19	0.73	144
Road & Track	*	25	0.52	0.70	34
United Hemispheres [o]	*	25	0.93	0.70	62
Cycle World	*	24	0.96	0.69	63
W	*	22	1.60	0.64	105
Working Mother	*	22	1.09	0.62	72
Fit Pregnancy	*	21	1.23	0.60	81
More	*	20	1.25	0.58	82
Yankee	*	20	1.13	0.57	74
Flying	*	19	1.94	0.54	128
Inc.	*	18	1.38	0.52	91
Mother Earth News	*	18	0.77	0.51	51
New York Magazine	*	18	1.09	0.51	72
Ski	*	18	1.42	0.51	94
Chicago Tribune Sunday [newspaper]	*	18	0.92	0.50	61
Siempre Mujer	*	18	1.02	0.50	67
Natural Health	*	17	0.53	0.48	35
Golf World	*	17	1.50	0.47	99
Ser Padres	*	16	0.79	0.46	52
Washington Post (Sunday) [newspaper]	*	16	1.01	0.46	67
Latina	*	16	0.66	0.45	44
Los Angeles Times (Sunday) [newspaper]	*	15	0.68	0.41	45
American Photo	*	13	1.22	0.37	81
Elle Decor	*	13	0.62	0.37	41

Exhibit J**Provigil MRI Data****Magazine Ranker****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

		<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Cigar Aficionado	*	12	0.70	0.35	46
Street Rodder	*	10	0.46	0.30	31
Maximum PC	*	10	0.95	0.29	63
Yachting	*	10	1.27	0.29	84
4 Wheel & Off-Road	*	9	0.34	0.25	22
Yoga Journal	*	8	0.43	0.24	28
Barron's	*	7	0.84	0.20	56
USA Hockey	*	6	0.43	0.16	29
Veranda	*	6	0.37	0.16	24
Details	*	5	0.55	0.15	36
Tennis	*	5	0.38	0.15	25
Dwell	*	2	0.16	0.05	11

(h) Pub freq changed from monthly to bimthly in W68 meas mth

(i) Pub monthly in W68 but meas as a bimonthly

(j) Pub is now monthly and meas as triwly in W65-66

(k) Pub is now triwly and meas as biwly in W65-68

(l) Pub is a net est comprised 2 sep meas but not related titles

(m) Pub was meas as In Touch Weekly in W65-66

(o) Pub is now biwlyand measured as wly in W65-66

(q) Pub circ and aud est only reflect daily or Sun/Wkend papers

(r) Pub is now biwly was meas as wly in W65-68

(t) Pub was meas as WebMD The Magazine in W65-68

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) - Base: All
No Audit Report Was Generated

Exhibit K:
Magazine Ranker
Adults Employed Full Time

Exhibit K**Provigil MRI Data****Magazine Ranker****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Employment: working full time	111571	47.95	100.00	100
NNN Top 100-Sunday [newspaper]	33470	44.66	30.00	93
Parade Carrier Newspapers [q] [newspaper]	26856	45.73	24.07	95
NNN Top 100-Daily [newspaper]	23419	43.88	20.99	92
Metro-Puck Carrier Newspaper [newspaper]	22084	46.84	19.79	98
People	20596	48.63	18.46	101
NNN Top 25-Sunday [newspaper]	19808	45.27	17.75	94
Better Homes & Gardens	16305	45.24	14.61	94
USA Weekend Carrier Newspapers [q] [newspaper]	15919	42.90	14.27	89
National Geographic	14914	47.75	13.37	100
NNN Top 25-Daily [newspaper]	14118	44.76	12.65	93
Sports Illustrated	11049	56.75	9.90	118
Costco Connection, The	10567	52.25	9.47	109
AARP The Magazine	10553	32.02	9.46	67
Reader's Digest	9821	41.58	8.80	87
NNN Top 10-Daily [newspaper]	9095	46.18	8.15	96
Time	8961	49.75	8.03	104
Good Housekeeping	8690	41.49	7.79	87
ESPN The Magazine	8573	59.11	7.68	123
Cosmopolitan	8421	49.58	7.55	103
Men's Health	7876	63.31	7.06	132
Woman's Day [j]	7173	39.59	6.43	83
Consumer Reports	6972	47.04	6.25	98
Rolling Stone	6901	57.67	6.18	120
Family Circle [j]	6741	38.80	6.04	81
Car And Driver	6649	64.02	5.96	134
Parents	6539	46.90	5.86	98
Us Weekly	6465	51.71	5.79	108
Southern Living	6264	41.91	5.61	87
Sunday Mag/Net Carrier Newspapers [newspaper]	6227	47.81	5.58	100
O, Oprah Magazine, The	5675	47.29	5.09	99
Glamour	5623	48.98	5.04	102
Maxim	5476	60.98	4.91	127
Vogue	5287	45.88	4.74	96
Entertainment Weekly	5223	53.16	4.68	111
Field & Stream	5199	60.21	4.66	126
Food Network Magazine	5050	49.98	4.53	104
Game Informer	4992	50.69	4.47	106
Cooking Light	4987	45.69	4.47	95
Men's Fitness	4985	63.46	4.47	132
Guns & Ammo	4933	58.85	4.42	123
In Style	4915	48.55	4.41	101
Weight Watchers	4749	47.65	4.26	99
Women's Health	4599	45.29	4.12	94
Country Living	4571	40.92	4.10	85
Martha Stewart Living	4490	44.41	4.02	93
Popular Mechanics	4475	54.75	4.01	114
TV Guide [r]	4401	38.23	3.94	80

Exhibit K**Provigil MRI Data****Magazine Ranker****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Motor Trend	4321	60.99	3.87	127
National Geographic Traveler	4140	49.04	3.71	102
Ebony	4082	46.09	3.66	96
Food & Wine	4056	55.84	3.64	116
Real Simple	4021	53.72	3.60	112
WebMD the Magazine [t]	4021	52.48	3.60	109
Fitness	3998	53.96	3.58	113
Star	3893	46.88	3.49	98
GQ (Gentlemen's Quarterly)	3820	59.11	3.42	123
Money	3774	55.16	3.38	115
Redbook	3652	46.89	3.27	98
Hot Rod	3642	58.72	3.26	122
Muscle & Fitness	3623	62.89	3.25	131
Essence	3613	49.96	3.24	104
Ladies' Home Journal	3599	35.56	3.23	74
National Enquirer	3507	46.97	3.14	98
Popular Science	3506	51.76	3.14	108
In Touch [m]	3482	50.83	3.12	106
People En Espanol	3386	48.56	3.03	101
Prevention	3385	39.22	3.03	82
Delta Sky Magazine	3363	67.25	3.01	140
Golf Digest	3246	55.42	2.91	116
North American Hunter	3235	61.06	2.90	127
Health	3219	42.49	2.89	89
Woman's World	3194	46.86	2.86	98
National Geographic Kids	3190	50.30	2.86	105
Every Day with Rachael Ray	3181	51.18	2.85	107
Outdoor Life	3166	57.05	2.84	119
Jet [o]	3156	46.69	2.83	97
Shape	3155	54.96	2.83	115
Tribune Newspapers Sunday	3130	46.10	2.81	96
Vanity Fair	3097	47.68	2.78	99
Allure	3096	48.57	2.77	101
Discover	3064	46.91	2.75	98
Road & Track	3041	63.34	2.73	132
Bon Appetit	3028	50.71	2.71	106
Travel + Leisure	3024	55.87	2.71	117
Self	2928	53.43	2.62	111
Scholastic Parent & Child	2926	41.92	2.62	87
Playboy	2889	50.89	2.59	106
American Rifleman	2869	55.19	2.57	115
Seventeen	2858	34.86	2.56	73
Forbes [k]	2847	57.05	2.55	119
American Hunter	2743	60.76	2.46	127
Elle	2730	48.36	2.45	101
Brides [h]	2699	52.00	2.42	108
This Old House	2688	50.19	2.41	105

Exhibit K**Provigil MRI Data****Magazine Ranker****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Golf Magazine	2677	54.09	2.40	113
Smithsonian	2663	41.46	2.39	86
Cooking with Paula Deen	2594	42.51	2.32	89
Family Handyman, The	2553	54.77	2.29	114
Game & Fish / Sportsman [!]	2516	52.81	2.25	110
OK!	2410	49.20	2.16	103
Diabetic Cooking	2381	33.99	2.13	71
FamilyFun	2314	48.66	2.07	101
National Wildlife	2302	44.18	2.06	92
Southwest Spirit	2291	65.85	2.05	137
Sunset	2246	46.88	2.01	98
Architectural Digest	2230	51.35	2.00	107
Fortune	2145	58.65	1.92	122
Life & Style Weekly	2080	49.40	1.86	103
Marie Claire	2075	53.12	1.86	111
US Airways Magazine	2057	67.17	1.84	140
Garden Design [q]	2017	42.30	1.81	88
Coastal Living	2012	51.23	1.80	107
Birds & Blooms	1995	33.04	1.79	69
House Beautiful	1994	35.92	1.79	75
Bridal Guide	1963	47.94	1.76	100
United Hemispheres [o]	1948	73.55	1.75	153
Guideposts	1917	36.03	1.72	75
American Baby	1867	36.55	1.67	76
Automobile	1857	51.78	1.66	108
Eating Well	1857	41.52	1.66	87
New York Times (Sunday) [newspaper]	1857	48.48	1.66	101
All You	1853	47.38	1.66	99
In-Fisherman	1851	57.52	1.66	120
Wine Spectator	1849	63.28	1.66	132
Traditional Home	1832	39.04	1.64	81
USA Today [q] [newspaper]	1823	61.65	1.63	129
Wired	1767	63.83	1.58	133
First for Women	1756	44.62	1.57	93
Runner's World	1753	65.91	1.57	137
New Yorker, The	1742	48.58	1.56	101
PC World	1741	58.56	1.56	122
Bassmaster	1716	53.58	1.54	112
Tribune Newspapers Daily	1707	41.14	1.53	86
North American Fisherman	1695	51.87	1.52	108
4 Wheel & Off-Road	1685	64.76	1.51	135
Black Enterprise	1678	53.18	1.50	111
Scientific American	1676	57.48	1.50	120
Entrepreneur	1672	63.70	1.50	133
Conde Nast Traveler	1633	49.15	1.46	102
Wall Street Journal [q] [newspaper]	1618	57.69	1.45	120
Hunting	1617	57.70	1.45	120

Exhibit K**Provigil MRI Data****Magazine Ranker****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Midwest Living	1573	44.52	1.41	93
Super Chevy	1563	54.35	1.40	113
Psychology Today	1562	46.66	1.40	97
Economist, The	1528	58.16	1.37	121
Cycle World	1510	59.40	1.35	124
Four Wheeler	1505	61.24	1.35	128
Ducks Unlimited	1479	56.29	1.33	117
Texas Monthly	1465	58.83	1.31	123
Harper's Bazaar	1449	44.72	1.30	93
Diabetes Self-Management	1410	26.97	1.26	56
Esquire	1407	54.22	1.26	113
WWE Magazine	1382	42.96	1.24	90
Natural Health	1369	42.27	1.23	88
Car Craft	1366	56.91	1.22	119
Diabetes Forecast	1344	32.44	1.20	68
Soap Opera Digest	1338	37.12	1.20	77
Outside	1333	58.96	1.19	123
Motorcyclist	1284	60.12	1.15	125
Street Rodder	1273	56.41	1.14	118
Lucky	1263	48.34	1.13	101
Town & Country	1263	37.29	1.13	78
Boating	1239	59.16	1.11	123
Cigar Aficionado	1197	68.08	1.07	142
Bicycling	1176	69.99	1.05	146
New York Times Daily [newspaper]	1175	52.30	1.05	109
Latina	1161	47.95	1.04	100
Mother Earth News	1156	49.58	1.04	103
Handy	1152	59.01	1.03	123
Teen Vogue	1070	30.90	0.96	64
Kiplinger's Personal Finance	1062	55.12	0.95	115
American Way	1048	70.11	0.94	146
Arthritis Today	1038	24.90	0.93	52
Popular Photography	1034	54.48	0.93	114
Working Mother	1026	51.26	0.92	107
Los Angeles Times (Sunday) [newspaper]	1015	47.35	0.91	99
Salt Water Sportman	987	66.40	0.88	138
Elle Decor	962	45.33	0.86	95
Yoga Journal	926	46.62	0.83	97

Exhibit K**Provigil MRI Data****Magazine Ranker****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Catholic Digest [i]	891	41.47	0.80	86
Macworld	887	59.59	0.79	124
New York Magazine	879	53.32	0.79	111
Country Sampler	868	39.75	0.78	83
American Legion	865	27.03	0.78	56
Ser Padres	865	42.36	0.78	88
Saturday Evening Post	856	37.89	0.77	79
Chicago Tribune Sunday [newspaper]	838	43.26	0.75	90
More	830	50.66	0.74	106
Siempre Mujer	809	47.06	0.73	98
Inc.	766	57.94	0.69	121
Yankee	756	41.99	0.68	88
Dirt Rider	752	54.29	0.67	113
Backpacker	734	64.86	0.66	135
Ski	731	57.75	0.66	120
Washington Post (Sunday) [newspaper]	727	44.88	0.65	94
USA Hockey	708	54.62	0.63	114
Tennis	707	50.32	0.63	105
VFW Magazine	707	25.36	0.63	53
Fit Pregnancy	700	40.54	0.63	85
W	693	49.22	0.62	103
Audubon	670	43.85	0.60	91
Maximum PC	659	61.04	0.59	127
Dwell	651	61.86	0.58	129
Veranda	631	41.75	0.57	87
Flying	583	59.78	0.52	125
Details	563	58.57	0.50	122
Atlantic, The	554	46.93	0.50	98
Golf World	554	50.38	0.50	105
Sierra	541	48.19	0.49	100
Yachting	475	58.91	0.43	123
American Photo	471	43.77	0.42	91
Barron's	431	52.41	0.39	109

(h) Pub freq changed from monthly to bimthly in W68 meas mth

(i) Pub monthly in W68 but meas as a bimonthly

(j) Pub is now monthly and meas as triwly in W65-66

(k) Pub is now triwly and meas as biwly in W65-68

(l) Pub is a net est comprised 2 sep meas but not related titles

(m) Pub was meas as In Touch Weekly in W65-66

(o) Pub is now biwlyand measured as wkly in W65-66

(q) Pub circ and aud est only reflect daily or Sun/Wkend papers

(r) Pub is now biwly was meas as wkly in W65-68

(t) Pub was meas as WebMD The Magzine in W65-68

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) -

Base: All

No Audit Report Was Generated

Exhibit L:
Parade List of Carrier Newspapers

Exhibit L
Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
Alabama	Alexander City	The Outlook
	Anniston	The Anniston Star
	Athens	The Athens News Courier
	Birmingham	The Birmingham News
	Cullman	The Cullman Times
	Gadsden	The Gadsden Times
	Huntsville	The Huntsville Times
	Mobile/Pensacola	Press/Register
	Selma	The Selma Times-Journal
	Talladega	The Daily Home
	Tuscaloosa	The Tuscaloosa News
Alaska	Anchorage	Anchorage Daily News
	Fairbanks	Fairbanks Daily News-Miner
	Juneau	Juneau Empire
	Kenai	Peninsula Clarion
Arizona	Cottonwood	Verde Independent & The Bugle
	Flagstaff	Arizona Daily Sun
	Kingman	The Kingman Daily Miner
	Lake Havasu City	Today's News-Herald
	Mesa	East Valley Tribune
	Prescott	The Daily Courier
	Sun City	News-Sun
	Tucson	The Arizona Daily Star
	Yuma	The Sun
Arkansas	Blytheville	Blytheville Courier News
	Conway	Log Cabin Democrat
	El Dorado	Sunday News
	Fayetteville	Northwest Arkansas Democrat Gazette
	Little Rock	Arkansas Democrat-Gazette
California	Bakersfield	The Bakersfield Californian

Exhibit L
Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Camarillo	Ventura County Star
	El Centro	Imperial Valley Press
	Escondido	North County Times
	Fairfield	Daily Republic
	Fresno	The Fresno Bee
	Fresno/Select	Yes! Your Essential Shopper
	Hanford	The Sentinel
	Lompoc	Lompoc Record
	Los Angeles	Los Angeles Times
	Marysville/Yuba City	A-D Light
	Marysville/Yuba City	Appeal-Democrat
	Merced	Merced Sun-Star
	Modesto	The Modesto Bee
	Modesto/Select	Yes! Your Essential Shopper
	Napa	Register
	Palmdale	Antelope Valley Press
	Porterville	Recorder
	Redding	Record Searchlight
	Riverside	The Press Enterprise
	Sacramento	The Sacramento Bee
	Sacramento/Select	Yes! Your Essential Shopper
	San Diego	The San Diego Union-Tribune
	San Diego/TMC	Local Community Values
	San Francisco	San Francisco Chronicle
	San Luis Obispo	The Tribune
	Santa Ana	The Orange County Register
	Santa Ana/TMC	Sunday Preferred
	Santa Barbara	Santa Barbara News-Press
	Santa Barbara/TMC	Santa Barbara News-Press Direct
	Santa Maria	Santa Maria Times
	Santa Maria Select	Central Coast Preview
	Santa Rosa	The Press Democrat
	Stockton	The Record
	Victorville	Daily Press
Colorado		
	Boulder	Sunday Camera
	Canon City	Canon City Daily Record
	Colorado Springs	The Gazette

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Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Colorado Springs/Select	Sunday Preferred
	Denver	The Denver Post
	Denver/Select	Sunday Select
	Grand Junction	The Daily Sentinel
	Longmont	Times-Call
	Loveland	Reporter-Herald
	Montrose	Montrose Daily Press
	Pueblo	The Pueblo Chieftain
	Trinidad	The Chronicle-News
Connecticut		
	Bridgeport	Connecticut Post
	Danbury	The News-Times
	Greenwich	Time
	Manchester	Journal Inquirer
	Meriden	Record-Journal
	Middletown	The Middletown Press
	New Britain	Herald Press
	New Haven	New Haven Register
	New London	The Day
	Stamford	The Advocate
	Torrington	The Register Citizen
	Waterbury	The Sunday Republican
Delaware		
	Dover	State News Sunday
District of Columbia		
	Washington	The Washington Post
Florida		
	Bradenton	Bradenton Herald
	Bradenton/Select	Yes! Your Essential Shopper
	Cape Coral	Cape Coral Daily Breeze
	Ft. Walton Beach	Northwest Florida Daily News
	Gainesville	The Gainesville Sun
	Gainesville/Select	Shop Gainesville
	Jacksonville	The Florida Times-Union
	Lake City	Lake City Reporter

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Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Lakeland	The Ledger
	Live Oak	Live Oak Suwannee Democrat
	Miami	El Nuevo Herald
	Miami	The Miami Herald
	Miami/Select	The Miami Herald Sunday Select
	Naples/Bonita	Daily News
	Ocala	Star-Banner
	Ocala/Select	Shop Ocala
	Orlando	El Sentinel
	Orlando	Orlando Sentinel
	Orlando/Select	Go Shopping, Orlando
	Orlando/TMC	What's the Deal, Orlando?
	Panama City	Freedom Florida Newspapers
	Panama City	The News Herald
	Sarasota	Herald-Tribune
	St. Augustine	St. Augustine Record
	St. Petersburg	Tampa Bay Times
	Stuart	SCRIPPS Treasure Coast Newspapers
	Tampa	The Tampa Tribune
	The Villages	Daily Sun
	West Palm Beach	Real Values
	West Palm Beach	The Palm Beach Post
	Winter Haven	The Reporter
Georgia		
	Americus	Americus Times-Recorder
	Athens	Athens Banner-Herald
	Atlanta	The Atlanta Journal-Constitution
	Atlanta/Select	Buyer's Edge Select
	Atlanta/TMC	Atlanta - Reach
	Augusta	The Augusta Chronicle
	Augusta Select	Yes! Your Essential Shopper
	Columbus	Columbus Ledger-Enquirer
	Columbus/Select	Yes! Your Essential Shopper
	Cordele	Cordele Dispatch
	Hinesville	Liberty County Coastal Courier
	Macon	The Telegraph
	Macon/Select	Yes! Your Essential Shopper
	Milledgeville	The Milledgeville Union-Recorder

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<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Moultrie	The Moultrie Observer
	Richmond Hill	Bryan County News
	Rome	Rome News-Tribune
	Savannah	Savannah Morning News
	Statesboro	Statesboro Herald
	Thomasville	Thomasville Times-Enterprise
	Tifton	The Tifton Gazette
	Valdosta	The Valdosta Daily Times
Hawaii		
	Wailuku	The Maui News
Idaho		
	Boise	Idaho Statesman
	Boise/Select	Yes! Your Essential Shopper
	Idaho Falls	Post Register
	Lewiston	Lewiston Morning Tribune
	Nampa	Idaho Press Tribune
	Pocatello	Idaho State Journal
	Rexburg	Standard Journal
	Twin Falls	The Times-News
Illinois		
	Alton	The Telegraph
	Belleville	Belleville Community Newspapers
	Belleville	Belleville News-Democrat
	Belleville/Select	Yes! Your Essential Shopper
	Bloomington	The Pantagraph
	Canton	The Daily Ledger
	Carbondale	The Southern Illinoisan
	Champaign/Urbana	The News-Gazette
	Chicago	Chicago Tribune
	Chicago/Fin de Semana	Hoy fin de semana
	Chicago/Select	Chicago Tribune Sunday Select
	Decatur	Herald & Review
	Effingham	Effingham Daily News
	Freeport	The Journal Standard
	Galesburg	The Register-Mail
	Jacksonville	Jacksonville Journal-Courier

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Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Kewanee	Star Courier
	Macomb	The Macomb Journal
	Monmouth	Daily Review Atlas
	Mount Vernon	Mt. Vernon Register-News
	Ottawa	The Times
	Pekin	Pekin Daily Times
	Peoria	Journal Star
	Quincy	Quincy Herald-Whig
	Springfield	The State Journal-Register
Indiana		
	Anderson	The Herald Bulletin
	Batesville	The Batesville Herald Tribune
	Bloomington	Hoosier Times
	Columbus	The Republic
	Evansville	Evansville Courier & Press
	Franklin	Daily Journal
	Ft. Wayne	The Journal Gazette
	Goshen	The Goshen News
	Greenfield	Daily Reporter
	Greensburg	Greensburg News
	Kokomo	Kokomo Tribune
	Lebanon	The Lebanon Reporter
	Logansport	Pharos-Tribune
	Mooreville/Decatur	Reporter-Times
	Munster	The Times
	New Albany/Jeffersonville	The Evening News & The Tribune
	Rushville	Rushville Republican
	Seymour	The Tribune
	South Bend	South Bend Tribune
	Terre Haute	Tribune-Star
Iowa		
	Ames	The Tribune
	Cedar Rapids	The Gazette
	Clinton	Clinton Herald
	Davenport	Quad-City Times
	Dubuque	Telegraph-Herald
	Fort Dodge	The Messenger

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<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Knoxville	The Knoxville Crossville Chronicle
	Marshalltown	Times-Republican
	Mason City	Globe-Gazette
	Muscatine	Muscatine Journal
	Oskaloosa	Oskaloosa Herald
	Ottumwa	The Ottumwa Courier
	Sioux City	Sioux City Journal
	Waterloo	The Courier
Kansas		
	Garden City	The Garden City Telegram
	Great Bend	Great Bend Tribune
	Hays	The Hays Daily News
	Hutchinson	Hutchinson News
	Manhattan	The Manhattan Mercury
	Ottawa	The Ottawa Herald
	Salina	Salina Journal
	Topeka	Topeka Capital-Journal
	Wichita	The Wichita Eagle
	Wichita/Select	Yes! Your Essential Shopper
Kentucky		
	Ashland	The Independent
	Bowling Green	Daily News
	Corbin	Corbin Times-Tribune
	Danville	The Kentucky Advocate
	Elizabethtown	The News Enterprise
	Glasgow	The Glasgow Daily Times
	Henderson	The Gleaner
	Lexington	Lexington Herald-Leader
	Lexington/Select	Yes! Your Essential Shopper
	London	The London Sentinel-Echo
	Maysville	The Ledger Independent
	Somerset	Commonwealth Journal
Louisiana		
	Abbeville-Eunice-Ville Platte	Meridional-News-Gazette
	Baton Rouge	The Advocate
	Crowley	The Crowley Post-Signal

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<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Franklin	The Banner Tribune
	Houma	The Courier
	Lake Charles	American Press
	Morgan City	The Daily Review
	New Orleans	The Times-Picayune
	Ruston	The Ruston Daily Leader
Maine		
	Augusta	Kennebeck Journal
	Lewiston	Sun Journal
	Portland	Maine Sunday Telegram
	Waterville	Morning Sentinel
Maryland		
	Baltimore	The Sun
	Baltimore/Select	Deals @ Your Door
	Baltimore/Weeklies	Baltimore Weeklies
	Cumberland	Cumberland Times-News
	Easton	Star-Democrat
	Elkton	Cecil Whig
	Hagerstown	The Herald-Mail Newspapers
Massachusetts		
	Boston	Boston Sunday Globe
	Boston/Select	Savings Central
	Hyannis	Sunday Cape Cod Times
	New Bedford	Sunday Standard-Times
	Springfield	Sunday Republican
	Worcester	Sunday Telegram
Michigan		
	Adrian	The Daily Telegram
	Ann Arbor	AnnArbor.com
	Bad Axe	Huron Daily Tribune
	Bay City	The Bay City Times
	Cadillac	News
	Dearborn	Press & Guide
	Flint	The Flint Journal
	Gaylord	Gaylord Herald-Times

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Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Grand Rapids	The Grand Rapids Press
	Jackson	Citizen Patriot
	Kalamazoo	Kalamazoo Gazette
	Lapeer	The County Press
	Marquette	The Mining Journal
	Midland	The Midland Daily News
	Monroe	The Monroe Sunday News
	Mount Clemens	The Macomb Daily
	Mount Pleasant	Morning Sun
	Muskegon	The Muskegon Chronicle
	Petoskey	Petoskey News-Review
	Pontiac	The Oakland Press
	Royal Oak	The Daily Tribune
	Saginaw	The Saginaw News
	Shelby Township	Advisor & Source Newspapers
	Southgate	The News-Herald
	Traverse City	Record-Eagle
Minnesota		
	Albert Lea	Albert Lea Tribune
	Austin	Austin Daily Herald
	Bemidji	The Bemidji Pioneer
	Brainerd	Brainerd Dispatch
	Duluth	Duluth News-Tribune
	Faribault	Faribault Daily News
	Grand Rapids	Grand Rapids Herald-Review
	Hibbing	The Hibbing Daily Tribune
	Mankato	The Free Press
	Minneapolis-St. Paul	Star Tribune
	Minneapolis-St. Paul/Select	Strib Express
	New Ulm	The Journal
	Northfield	Northfield News
	Owatonna	Owatonna People's Press
	Red Wing	Red Wing Republican Eagle
	St. Paul	Pioneer Press
	Virginia	Virginia Mesabi Daily News
	Willmar	West Central Tribune
	Winona	Winona Daily News
	Worthington	Daily Globe

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<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
Mississippi	Brookhaven	The Daily Leader
	Clarksdale	The Clarksdale Press Register
	Columbus	The Commercial Dispatch
	Greenville	Delta Democrat Times
	Greenwood	The Greenwood Commonwealth
	Gulfport	Sun Herald
	Laurel	Laurel Leader-Call
	Mc Comb	Enterprise-Journal
	Meridian	The Meridian Star
	Picayune	Picayune Item
	Tupelo	Northeast Mississippi Daily Journal
Vicksburg	The Vicksburg Post	
Missouri	Cape Girardeau	Southeast Missourian
	Columbia	Missourian
	Dexter	The Daily Statesman
	Fulton	The Fulton Sun
	Jefferson City	News Tribune
	Joplin	The Joplin Globe
	Kansas City	The Kansas City Star
	Kansas City/Select	Yes! Your Essential Shopper
	Kennett	The Daily Dunklin Democrat
	Nevada	Weekend Herald-Tribune
	Park Hills	Daily Journal
	Poplar Bluff	Daily American Republic
	Sedalia	Democrat
	Sikeston	Standard Democrat
	St. Joseph	St. Joseph News-Press
	St. Louis	St. Louis Suburban Journal Sunday
St. Louis	St.Louis Post-Dispatch	
Montana	Billings	Billings Gazette
	Bozeman	Bozeman Daily Chronicle
	Butte	Montana Standard
	Helena	Helena Independent Record

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Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Kalispell	Daily Inter Lake
	Missoula	Missoulian
Nebraska	Beatrice	Sun
	Columbus	Telegram
	Grand Island	The Grand Island Independent
	Lincoln	JournalStar
	North Platte	The North Platte Telegraph
	Omaha	Sunday World-Herald
	Scottsbluff	Star-Herald
	York	York News Times
Nevada	Elko	Elko Daily Free Press
	Las Vegas	Las Vegas Review-Journal
	Sparks	Daily Sparks Tribune
New Hampshire	Keene	Sentinel
	Manchester	New Hampshire Sunday News
	Portsmouth	Seacoast Sunday
New Jersey	Atlantic City	The Press Of Atlantic City
	Flemington	Hunterdon Observer
	Hackensack	Suburban Trends
	Hackensack	The Bergen Record
	Jersey City	The Jersey Journal
	Newark	The Star-Ledger
	Newton	New Jersey Herald
	Trenton	The Times
	Trenton (Trentonian)	Trentonian
	Willingboro	Burlington County Times
	Woodbury	South Jersey Sunday
New Mexico	Albuquerque	Journal
	Clovis	Clovis News Journal

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Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Hobbs	News-Sun
	Portales	Portales News-Tribune
	Roswell	Daily Record
	Santa Fe	The Santa Fe New Mexican
New York		
	Albany	Times Union
	Auburn	The Citizen
	Batavia	The Daily News
	Buffalo	The Buffalo News
	Canandaigua	Post Messenger
	Canton	Advance-News
	Catskill	Daily Mail
	Corning	The Sunday Leader
	Geneva	Finger Lakes Sunday Times
	Glens Falls	Post-Star
	Gloversville	The Leader-Herald
	Hornell	The Spectator
	Hudson	Register-Star
	Kingston	Sunday Freeman
	Malone	The Malone Telegram
	Middletown	Times Herald-Record Sunday
	New York	New York Post
	Oneida	The Oneida Daily Dispatch
	Oneonta	The Daily Star
	Plattsburgh	Press-Republican
	Saratoga Springs	Saratogian
	Staten Island	Staten Island Sunday Advance
	Staten Island/TMC	Staten Island Shore Editions
	Syracuse	The Post-Standard
	Troy	Record
	Watertown	Daily Times
North Carolina		
	Albemarle	Albemarle Stanley News & Press
	Burlington	Times-News
	Chapel Hill	The Chapel Hill News
	Charlotte	The Charlotte Observer
	Durham	The Durham News

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<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Elizabeth City	The Daily Advance
	Fayetteville	The Fayetteville Observer
	Gastonia	Gaston Gazette
	Goldsboro	Goldsboro News-Argus
	Greensboro	The News & Record
	Greensboro/Select	Sunday Plus
	Greenville	The Daily Reflector
	Hendersonville	Times-News
	Jacksonville	News
	Kinston	Free Press
	New Bern	Sun-Journal
	Raleigh	The News & Observer
	Rocky Mount	Rocky Mount Telegram
	Shelby	The Star
	Southern Pines	The Pilot
	Tarboro	The Tarboro Daily Southerner
	Washington	Washington Daily News
	Wilmington	Sunday Star-News
	Winston-Salem	Winston-Salem Journal
North Dakota		
	Bismarck	Tribune
	Dickinson	The Dickinson Press
	Fargo	The Forum
	Grand Forks	Grand Forks Herald
	Jamestown	The Jamestown Sun
	Minot	Minot Daily News
Ohio		
	Akron	Akron Beacon Journal
	Ashland	Ashland Times-Gazette
	Ashtabula	Astabula Star Beacon
	Athens	Messenger
	Cambridge	The Sunday Jeffersonian
	Canton	The Repository
	Circleville	Herald
	Cleveland	The Plain Dealer
	Cleveland/TMC	PD Wrap-Up
	Columbus	Suburban News Publications

Exhibit L
Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Dayton	Cox Ohio Southwest Group
	Dayton	Dayton Daily News
	Defiance	The Crescent-News
	East Liverpool	Sunday Review
	Elyria	The Chronicle-Telegram
	Findlay	The Courier
	Fostoria	Review-Times
	Hamilton	Journal News
	Ironton	Ironton Tribune
	Lima	The Lima News
	Logan	News
	Lorain	Morning Journal
	Middletown	The Middletown Journal
	New Philadelphia/Dover	The Times Reporter
	Salem	Salem News
	Springfield	Springfield News-Sun
	Toledo	The Blade
	Waverly	The News Watchman
	Willoughby	Lake County News-Herald
	Wooster	The Daily Record
	Youngstown	The Vindicator
Oklahoma		
	Claremore	Claremore Daily Progress
	Mc Alester	McAlester News-Capitol
	Miami	Miami News-Record
	Muskogee	Muskogee Phoenix
	Oklahoma City	The Oklahoman
	Oklahoma City/TMC	Buyer's Edge
	Pryor	The Pryor Daily Times
	Tahlequah	Tahlequah Daily Press
	Tulsa	Tulsa World
	Woodward	Woodward News
Oregon		
	Albany/Corvallis	Albany Democrat-Herald/Corvallis Gazette-Times
	Bend	The Bulletin
	Coos Bay	The World
	Eugene	The Register-Guard

Exhibit L
Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Klamath Falls	Herald and News
	Medford	Mail Tribune
	Ontario	Argus Observer
	Pendleton	East Oregonian
	Portland	The Sunday Oregonian
	Portland Select	Community News
Pennsylvania		
	Allentown	The Morning Call
	Allentown/Select	MC Select
	Beaver	Beaver County Times
	Carlisle	The Sentinel
	Doylestown	The Intelligencer
	Du Bois	Tri-County Sunday
	Easton	The Express-Times
	Erie	Erie Times-News
	Gettysburg	Gettysburg Times
	Harrisburg	Sunday Patriot-News
	Harrisburg/Select	pn Community
	Hazleton	Hazleton Standard-Speaker
	Johnstown	The Tribune-Democrat
	Lancaster	Sunday News
	Levittown	Bucks County Courier Times
	New Castle	New Castle News
	Norristown	Times Herald
	Oil City/Franklin	The Derrick/The News-Herald
	Philadelphia	The Philadelphia Inquirer
	Philadelphia DN	Daily News
	Philadelphia/Spree	Savings Spree!
	Pittsburgh	Pittsburgh Post-Gazette
	Pottstown	Sunday Mercury
	Pottsville	Pottsville Republican Herald
	Primos	Delaware County Daily Times
	Reading	Reading Eagle
	Reading Select	Reading Eagle Direct
	Sayre	Morning Times
	Scranton	Scranton Times-Tribune
	Scranton Select	Scranton Times-Tribune Sunday Opt-In
	Shamokin-Pottsville	The Shamokin-Pottsville News-Item

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<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Sharon	The Herald
	State College	Centre Daily Times
	Stroudsburg	Pocono Record
	Sunbury	The Daily Item
	Towanda	Towanda Sunday Review
	Uniontown	Herald-Standard
	West Chester	Daily Local News
	Wilkes-Barre	The Times Leader
	Williamsport	Williamsport Sun-Gazette
Rhode Island	Providence	The Providence Sunday Journal
South Carolina	Anderson	Anderson Independent-Mail
	Charleston	The Post And Courier
	Columbia	The State
	Columbia/Select	Yes! Your Essential Shopper
	Greenville	Greenville Journal
	Greenwood	The Index-Journal
	Hilton Head/Beaufort	The Island Packet/Gazette
	Myrtle Beach	The Sun News
	Myrtle Beach/Select	The Sun News Sunday Select
	Orangeburg	The Times & Democrat
	Rock Hill	The Herald
	Spartanburg	Herald-Journal
	Sumter	The Item
South Dakota	Aberdeen	American News
	Belle Fourche	Butte County Post
	Huron	Plainsman
	Mitchell	The Daily Republic
	Rapid City	Rapid City Journal
	Watertown	Watertown Public Opinion
Tennessee	Chattanooga	Chattanooga Times Free Press
	Crossville	Crossville Chronicle

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<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Dyersburg	The State Gazette
	Johnson City	Johnson City Press
	Knoxville	Knoxville News Sentinel
	Knoxville/Select	Sunday Saver Select
	Memphis	The Commercial Appeal
	Morristown	Citizen Tribune
	Murfreesboro	The Murfreesboro Post
	Shelbyville	Shelbyville Times-Gazette
	Tullahoma	The Sunday News
Texas		
	Abilene	Abilene Reporter-News
	Amarillo	Amarillo Globe-News
	Athens	Athens Daily Review
	Austin	Austin American-Statesman
	Beaumont	The Beaumont Enterprise
	Brownsville	The Herald
	Brownwood	Brownwood Bulletin
	Corpus Christi	Corpus Christi Caller-Times
	Corsicana	Corsicana Daily Sun
	Dallas	The Dallas Morning News
	Dallas/Al Dia	Al Dia
	Dallas/Briefing	Briefing
	Del Rio	Del Rio News-Herald
	Denton	Denton Record-Chronicle
	El Paso	El Diario de El Paso
	Fort Worth	Star-Telegram
	Fort Worth/Select	Yes! Your Essential Shopper
	Gainesville	Gainesville Daily Register
	Greenville	Greenville Herald Banner
	Harlingen	Valley Morning Star
	Houston	Houston Chronicle
	Houston/SMC	The Good Life
	Huntsville	The Huntsville Item
	Jacksonville	Jacksonville Daily Progress
	Kerrville	Kerrville Daily Times
	Lubbock	Lubbock Avalanche-Journal
	McAllen	Monitor
	Midland	Reporter-Telegram

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Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Mineral Wells	The Mineral Wells Index
	Odessa	Odessa American
	Palestine	Palestine Herald-Press
	Paris	The Paris News
	Plainview	Plainview Daily Herald
	San Angelo	Standard-Times
	San Antonio	San Antonio Express-News
	Stephenville	Stephenville Empire-Tribune
	Temple	Temple Daily Telegram
	Texarkana	Gazette
	Tyler	Tyler Courier-Times-Telegraph
	Victoria	Victoria Advocate
	Waco	Waco Tribune-Herald
	Waxahachie	The Waxahachie Daily Light
	Weslaco	Mid Valley Town Crier
	Wichita Falls	Times Record News
Utah	Logan	The Herald Journal
	Provo	Daily Herald
	Salt Lake City	The Salt Lake Tribune-Deseret News
	Salt Lake City/Select	The Salt Lake Tribune Sunday Select
Vermont	Rutland/Barre	Rutland Herald/Barre Sunday Times Argus
Virginia	Martinsville	Martinsville Bulletin
	Newport News	Daily Press
	Norfolk	The Virginian-Pilot
	Norfolk/Select	Non-Subscriber Sunday Opt-In
	Petersburg	The Petersburg Progress-Index
	Richmond	Richmond Times-Dispatch
	Roanoke	The Roanoke Times
Washington	Bellingham	The Bellingham Herald
	Bremerton	Kitsap Sun
	Ellensburg	Daily Record

Exhibit L
Parade List of Carrier Newspapers

<u>STATE</u>	<u>HOME CITY</u>	<u>NEWSPAPER NAME</u>
	Longview	The Daily News
	Mount Vernon	Skagit Valley Herald
	Olympia	The Olympian
	Pasco-Kennewick-Richland	Tri-City Herald
	Seattle	The Seattle Times
	Seattle Select	Savings Source
	Spokane	The Spokesman-Review
	Tacoma	The News Tribune
	Tacoma/Select	Yes! Your Essential Shopper
	Vancouver	The Columbian
	Walla Walla	Walla Walla Union-Bulletin
	Wenatchee	The Wenatchee World
	Yakima	Herald-Republic
West Virginia		
	Beckley	The Register-Herald
	Bluefield	Bluefield Daily Telegraph
	Charleston	Sunday Gazette-Mail
	Clarksburg	Clarksburg Exponent-Telegram
	Fairmont	Times West Virginian
	Martinsburg	The Journal
	Morgantown	The Dominion Post
	Parkersburg	The Parkersburg News and Sentinel
	Princeton	Princeton Times
	Wheeling	Sunday News-Register
Wisconsin		
	Baraboo	Baraboo News Republic
	Beaver Dam	Daily Citizen
	Chippewa Falls	Chippewa Valley Newspapers
	Eau Claire	Leader-Telegram
	Kenosha	Kenosha News
	La Crosse	La Crosse Tribune
	Madison	Wisconsin State Journal
	Portage	Daily Register
	Racine	The Journal Times
	Rhineland	The Daily News
	Shawano	Shawano Leader

Exhibit L
Parade List of Carrier Newspapers

STATE

HOME CITY

NEWSPAPER NAME

Wyoming

Casper

Casper Star-Tribune

Exhibit M:
Internet Usage
Adults Age 25-54

Exhibit M**Provigil MRI Data****Internet Usage****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Have Internet access at home, using a computer	105510	57.37	83.70	106
Internet Service Providers (to HH): America Online (AOL)	736	36.25	0.58	67
Internet Service Providers (to HH): AT&T	18104	59.16	14.36	109
Internet Service Providers (to HH): Cablevision (Optimum)	3367	58.54	2.67	108
Internet Service Providers (to HH): CenturyLink	4723	55.44	3.75	102
Internet Service Providers (to HH): Charter	4898	57.75	3.89	107
Internet Service Providers (to HH): Comcast/Xfinity	22238	60.27	17.64	111
Internet Service Providers (to HH): Cox	4630	55.05	3.67	102
Internet Service Providers (to HH): Earthlink	293	45.09	0.23	83
Internet Service Providers (to HH): Net Zero/Juno *	197	47.49	0.16	88
Internet Service Providers (to HH): Road Runner (Time Warner Cable)	11297	62.05	8.96	115
Internet Service Providers (to HH): Verizon Online	12468	57.47	9.89	106
Internet Service Providers (to HH): Any Service	105215	57.49	83.47	106
Looked at/used Internet /last 30 days: At home	102123	59.45	81.02	110
Looked at/used Internet /last 30 days: At work	62235	71.81	49.37	133
Looked at/used Internet /last 30 days: At school or library	12266	49.94	9.73	92
Looked at/used Internet /last 30 days: Another place	34821	63.16	27.62	117
Looked at/used Internet /last 30 days: Any Internet Usage	110421	59.46	87.60	110
Used Wi-Fi or wireless connection using a computer outside of home/last 30 days	39365	64.53	31.23	119
Devices used to use the Internet/last 30 days: Desktop computer	73634	59.12	58.42	109
Devices used to use the Internet/last 30 days: Laptop or Netbook computer	74922	62.70	59.44	116
Devices used to use the Internet/last 30 days: Any computer	104191	59.37	82.66	110
Devices used to use the Internet/last 30 days: iPad or other Tablet	24304	68.53	19.28	126
Devices used to use the Internet/last 30 days: Cellphone or Smartphone	72737	67.26	57.70	124
Devices used to use the Internet/last 30 days: E-reader	5499	63.74	4.36	118
Devices used to use the Internet/last 30 days: iPod or other MP3 Player	7674	60.59	6.09	112
Devices used to use the Internet/last 30 days: Video game console	10294	64.80	8.17	120
Visited a chat room/past 30 days	7728	63.08	6.13	116
Used e-mail/past 30 days	97599	60.14	77.43	111
Used instant messenger/past 30 days	65439	62.51	51.91	115
Participated in on-line dating/past 30 days	2595	70.85	2.06	131

Exhibit M**Provigil MRI Data****Internet Usage****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Made a purchase for personal use (on the Internet)/past 30 days	57761	63.11	45.82	116
Made a purchase for business use (on the Internet)/past 30 days	18054	73.65	14.32	136
Made personal or business travel plans online/past 30 days	26561	64.86	21.07	120
Played games online/past 30 days	35440	57.66	28.11	106
Downloaded a video game/past 30 days	12658	65.35	10.04	121
Used on-line gambling site/past 30 days	1656	62.56	1.31	115
Obtained financial information online/past 30 days	44201	66.02	35.06	122
Tracked investments/Traded stocks, bonds or mutual funds online/past 30 days	15118	59.25	11.99	109
Paid bills online/past 30 days	66218	67.16	52.53	124
Obtained the latest news/current events online/past 30 days	63872	63.18	50.67	117
Obtained sports news/information online/past 30 days	41969	63.38	33.29	117
Obtained information for new/used car purchase online/past 30 days	16002	63.31	12.69	117
Obtained information about real estate online/past 30 days	18643	69.26	14.79	128
Obtained medical information online/past 30 days	29214	58.38	23.18	108
Obtained childcare or parenting information online/past 30 days	9341	82.34	7.41	152
Obtained information about entertainment or celebrities	35545	64.26	28.20	119
Looked for employment online/past 30 days	22939	63.82	18.20	118
Looked for recipes online/past 30 days	45756	63.75	36.30	118
Took an online class or course/past 30 days	9035	59.77	7.17	110
Visited a TV network or TV show's website/past 30 days	28407	63.82	22.54	118
Looked at TV listings online/past 30 days	12082	58.83	9.58	109
Looked up movie listings or showtimes online/past 30 days	30414	61.77	24.13	114
Listened to radio on the Internet (NET)/past 30 days	33617	66.95	26.67	124
Visited a radio station, radio program or radio personality website/past 30 days	10607	69.90	8.42	129
Downloaded music/past 30 days	31580	62.60	25.05	116
Downloaded podcasts/podcasting/past 30 days	5660	71.26	4.49	132
Downloaded a TV program/past 30 days	6147	66.24	4.88	122
Watched a TV program online/past 30 days	19314	64.15	15.32	118
Downloaded a movie/past 30 days	9197	62.90	7.30	116
Watched a movie online/past 30 days	18173	60.45	14.42	112
Watched other online video/past 30 days	18944	62.31	15.03	115
Visited online blogs/past 30 days	17829	65.26	14.14	120
Wrote online blog/past 30 days	4115	61.77	3.26	114

Exhibit M**Provigil MRI Data****Internet Usage****Audience: Adults Age 25-54**

	<u>Weighted (000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Posted a comment or review on a blog, online forum, message or bulletin/past 30 days	15677	62.21	12.44	115
Made a phone call online/past 30 days	20834	64.93	16.53	120
Uploaded or added video to website/past 30 days	8274	64.23	6.56	119
Shared photos through Internet website/past 30 days	38214	61.71	30.32	114
Sent an electronic greeting card/past 30 days	6209	54.44	4.93	100
Total time spent yesterday using the Internet (does not include email or IM): 10+ hours	4289	67.50	3.40	125
Total time spent yesterday using the Internet (does not include email or IM): 5-10 hours	12718	61.13	10.09	113
Total time spent yesterday using the Internet (does not include email or IM): 2-5 hours	25665	59.82	20.36	110
Total time spent yesterday using the Internet (does not include email or IM): 1-2 hours	24213	61.26	19.21	113
Total time spent yesterday using the Internet (does not include email or IM): 1/2-1 hour	18106	60.18	14.36	111
Total time spent yesterday using the Internet (does not include email or IM): less than 1/2 hour	14746	58.81	11.70	109
Total time spent last Saturday using the Internet (does not include email or IM): 10+ hours	2446	63.29	1.94	117
Total time spent last Saturday using the Internet (does not include email or IM): 5-10 hours	7489	55.98	5.94	103
Total time spent last Saturday using the Internet (does not include email or IM): 2-5 hours	21527	60.10	17.08	111
Total time spent last Saturday using the Internet (does not include email or IM): 1-2 hours	22604	62.17	17.93	115
Total time spent last Saturday using the Internet (does not include email or IM): 1/2-1 hour	18284	62.17	14.50	115
Total time spent last Saturday using the Internet (does not include email or IM): less than 1/2 hour	14602	60.37	11.58	111
Total time spent last Sunday using the Internet (does not include email or IM): 10+ hours	1983	60.27	1.57	111
Total time spent last Sunday using the Internet (does not include email or IM): 5-10 hours	6775	56.37	5.37	104
Total time spent last Sunday using the Internet (does not include email or IM): 2-5 hours	19185	59.78	15.22	110
Total time spent last Sunday using the Internet (does not include email or IM): 1-2 hours	21905	62.86	17.38	116
Total time spent last Sunday using the Internet (does not include email or IM): 1/2-1 hour	17998	62.58	14.28	116
Total time spent last Sunday using the Internet (does not include email or IM): less than 1/2 hour	15034	60.13	11.93	111
Website or search engines used/yesterday: AOL/AOL.com	5318	50.77	4.22	94
Website or search engines used/yesterday: Ask.com	3123	60.10	2.48	111
Website or search engines used/yesterday: Bing.com	11916	64.77	9.45	120
Website or search engines used/yesterday: Excite.com	148	52.67	0.12	97

Exhibit M**Provigil MRI Data****Internet Usage****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Website or search engines used/yesterday: Google.com	79601	61.95	63.15	114
Website or search engines used/yesterday: Yahoo.com	34848	62.87	27.65	116
Website or search engines used/last 30 days: AOL/AOL.com	7831	50.95	6.21	94
Website or search engines used/last 30 days: Ask.com	9598	58.40	7.61	108
Website or search engines used/last 30 days: Bing.com	23777	61.70	18.86	114
Website or search engines used/last 30 days: Excite.com	384	54.03	0.30	100
Website or search engines used/last 30 days: Google.com	100027	60.54	79.35	112
Website or search engines used/last 30 days: Yahoo.com	51872	61.28	41.15	113
Instant Messenger (IM) used/last 30 days: AIM/AOL Instant Messenger	4297	58.25	3.41	108
Instant Messenger (IM) used/last 30 days: Facebook	47799	61.44	37.92	113
Instant Messenger (IM) used/last 30 days: Google Talk/Gmail Chat	9057	71.25	7.19	132
Instant Messenger (IM) used/last 30 days: MySpace	1345	61.61	1.07	114
Instant Messenger (IM) used/last 30 days: Skype (measured separately as Skype and Windows Live Messenger in Waves 65-68)	15048	59.71	11.94	110
Instant Messenger (IM) used/last 30 days: Yahoo! Messenger	10730	67.02	8.51	124
E-mail used/yesterday: AOL Mail	6693	51.68	5.31	95
E-mail used/yesterday: Gmail	30890	65.13	24.51	120
E-mail used/yesterday: Outlook.com (measured as Windows Live Hotmail in Waves 65-68)	12051	66.37	9.56	123
E-mail used/yesterday: Yahoo! Mail	32518	64.89	25.80	120
E-mail used/last 30 days: AOL Mail	8932	51.10	7.09	94
E-mail used/last 30 days: Gmail	37998	64.26	30.14	119
E-mail used/last 30 days: Outlook.com (measured as Windows Live Hotmail in Waves 65-68)	15696	65.34	12.45	121
E-mail used/last 30 days: Yahoo! Mail	42272	63.80	33.53	118
ABC.com/visited in last 30 days	6275	61.61	4.98	114
CBS.com/visited in last 30 days	4766	60.42	3.78	112
Disney.com/visited in last 30 days	4101	73.87	3.25	136
FarmVille/visited in last 30 days	2097	71.01	1.66	131
Fox.com/visited in last 30 days	5872	61.51	4.66	114
Hulu.com/visited in last 30 days	8522	63.04	6.76	116
IMDb.com/visited in last 30 days	8695	65.23	6.90	120
iTunes.com/visited in last 30 days	20570	66.17	16.32	122
iVillage.com/visited in last 30 days	387	73.21	0.31	135
Moviefone.com/visited in last 30 days	2152	67.30	1.71	124

Exhibit M**Provigil MRI Data****Internet Usage****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
MSN Movies/visited in last 30 days	943	61.08	0.75	113
MTV.com/visited in last 30 days	1679	42.10	1.33	78
NBC.com/visited in last 30 days	4873	62.87	3.87	116
Pandora.com/visited in last 30 days	21578	64.70	17.12	119
PBS.org/visited in last 30 days	3434	59.55	2.72	110
Ticketmaster.com/visited in last 30 days	7292	67.43	5.78	124
Yahoo! Movies/visited in last 30 days	4095	69.95	3.25	129
About.com/visited in last 30 days	4472	65.57	3.55	121
Answers.com/WikiAnswers/visited in last 30 days	7524	60.18	5.97	111
Bankrate.com/visited in last 30 days	1584	67.96	1.26	125
eHow.com/visited in last 30 days	8353	66.32	6.63	122
Superpages.com/visited in last 30 days	772	68.22	0.61	126
WebMD.com/visited in last 30 days	18516	65.04	14.69	120
WhitePages.com/visited in last 30 days	7361	62.47	5.84	115
Wikipedia.org/visited in last 30 days	27418	62.03	21.75	114
Yahoo! Answers/visited in last 30 days	8323	56.78	6.60	105
Yellowpages.com (YP.com)/visited in last 30 days	10322	65.05	8.19	120
CareerBuilder.com/visited in last 30 days	9211	69.53	7.31	128
Monster.com/visited in last 30 days	7501	70.92	5.95	131
ABCNews.com/visited in last 30 days	5528	58.92	4.39	109
CBSNews.com/visited in last 30 days	2948	49.49	2.34	91
CNN.com/visited in last 30 days	15446	65.72	12.25	121
FOXNews.com/visited in last 30 days	11802	61.32	9.36	113
Huffington Post.com/visited in last 30 days	8100	64.30	6.43	119
NBCNews.com (measured as MSNBC.com in waves 65-67)/visited in last 30 days	9402	65.16	7.46	120
NYTimes.com/visited in last 30 days	10148	61.40	8.05	113
USAToday.com/visited in last 30 days	7727	63.61	6.13	117
WSJ.com/visited in last 30 days	6668	65.42	5.29	121
Yahoo! News/visited in last 30 days	20993	65.89	16.65	122
Amazon.com/visited in last 30 days	38349	63.48	30.42	117
Coupons.com/visited in last 30 days	5136	65.83	4.07	122
eBay.com/visited in last 30 days	25989	64.52	20.62	119
Groupon.com/visited in last 30 days	12349	71.63	9.80	132
Overstock.com/visited in last 30 days	8848	67.61	7.02	125
ShopATHome.com/visited in last 30 days	701	52.94	0.56	98
Univision.com/visited in last 30 days	2842	73.35	2.25	135
Yahoo! en Espanol/visited in last 30 days	1300	74.29	1.03	137
any spanish language website/visited in last 30 days	4097	70.32	3.25	130
AOL.SportingNews.com/visited in last 30 days	982	60.78	0.78	112
CBSSports.com/visited in last 30 days	3571	67.25	2.83	124
ESPN.com/visited in last 30 days	20703	65.36	16.42	121
FOXSports.com/visited in last 30 days	6057	63.57	4.81	117

Exhibit M**Provigil MRI Data****Internet Usage****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
MLB.com/visited in last 30 days	4817	61.83	3.82	114
NASCAR.com/visited in last 30 days	3619	65.85	2.87	122
NBA.com/visited in last 30 days	4361	57.43	3.46	106
NBC Sports website/visited in last 30 days	2698	59.01	2.14	109
NFL.com/visited in last 30 days	9820	64.37	7.79	119
WWE.com/visited last 30 days	1816	63.26	1.44	117
Yahoo! Sports/visited in last 30 days	10187	69.71	8.08	129
CNET.com/visited in last 30 days	4747	69.67	3.77	129
Bings Maps/visited in last 30 days	3873	63.81	3.07	118
CheapTickets.com/visited in last 30 days	6311	63.51	5.01	117
Expedia.com/visited in last 30 days	11969	68.62	9.50	127
Hotels.com/visited in last 30 days	6771	66.87	5.37	123
Hotwire.com/visited in last 30 days	5499	68.66	4.36	127
MapQuest.com/visited in last 30 days	23827	60.71	18.90	112
Maps.google.com (Google Maps)/visited in last 30 days	29176	63.89	23.15	118
Orbitz.com/visited in last 30 days	7425	69.06	5.89	127
Priceline.com/visited in last 30 days	7737	71.25	6.14	132
Travelocity.com/visited in last 30 days	9154	66.94	7.26	124
TripAdvisor.com/visited in last 30 days	4877	67.65	3.87	125
Yahoo! Maps/visited in last 30 days	10927	62.04	8.67	115
AccuWeather.com/visited in last 30 days	10774	64.58	8.55	119
Weather.com/visited in last 30 days	39235	64.46	31.13	119
WeatherBug.com/visited in last 30 days	6944	67.69	5.51	125
Facebook/visited in last 30 days	75102	62.79	59.58	116
Flickr/visited in last 30 days	3267	67.77	2.59	125
Foursquare/visited in last 30 days	1370	74.04	1.09	137
LinkedIn/visited in last 30 days	12932	70.90	10.26	131
MySpace/visited in last 30 days	2948	62.10	2.34	115
Photobucket/visited in last 30 days	2971	54.74	2.36	101
Picasa/visited in last 30 days	4086	64.24	3.24	119
Shutterfly/visited in last 30 days	5048	72.02	4.00	133
Tumblr/visited in last 30 days	2285	45.12	1.81	83
Twitter/visited in last 30 days	11521	58.38	9.14	108
Yelp/visited in last 30 days	4896	74.05	3.88	137
YouTube/visited in last 30 days	59424	63.06	47.14	116
Activities done using social networking, photo or video-sharing site: Updated status/last 30 days	36950	63.00	29.31	116
Activities done using social networking, photo or video-sharing site: Updated profile/last 30 days	23872	61.93	18.94	114
Activities done using social networking, photo or video-sharing site: Posted a picture/last 30 days	39109	65.11	31.03	120
Activities done using social networking, photo or video-sharing site: Posted a video/last 30 days	9226	64.35	7.32	119

Exhibit M**Provigil MRI Data****Internet Usage****Audience: Adults Age 25-54**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
adults 25-54	126054	54.18	100.00	100
Activities done using social networking, photo or video-sharing site: Posted a website link/last 30 days	13664	65.47	10.84	121
Activities done using social networking, photo or video-sharing site: Visited a friend's profile or page/last 30 days	57705	63.26	45.78	117
Activities done using social networking, photo or video-sharing site: Commented on a friend's post/last 30 days	49380	63.60	39.17	117
Activities done using social networking, photo or video-sharing site: Posted a blog entry/last 30 days	5301	63.12	4.21	116
Activities done using social networking, photo or video-sharing site: Rated or reviewed a product or service/last 30 days	5238	64.87	4.16	120
Activities done using social networking, photo or video-sharing site: Sent a message or e-mail/last 30 days	49628	62.91	39.37	116
Activities done using social networking, photo or video-sharing site: Used IM/last 30 days	15403	60.43	12.22	112
Activities done using social networking, photo or video-sharing site: Played a game/last 30 days	18422	61.54	14.61	114
Activities done using social networking, photo or video-sharing site: Invited people to an event/last 30 days	7462	63.58	5.92	117
Activities done using social networking, photo or video-sharing site: Sent a real or virtual gift/last 30 days	1711	65.84	1.36	122
Activities done using social networking, photo or video-sharing site: Posted that you "like" something/last 30 days	38363	63.59	30.43	117
Activities done using social networking, photo or video-sharing site: "Followed" or became a "fan of" something or someone/last 30 days	15280	63.49	12.12	117
Activities done using social networking, photo or video-sharing site: Clicked on an advertisement/last 30 days	8473	62.88	6.72	116
Activities done using social networking, photo or video-sharing site: Watched a video/last 30 days	41371	62.32	32.82	115
Activities done using social networking, photo or video-sharing site: Posted your current location/last 30 days	9902	67.30	7.86	124

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) -

Base: All

Exhibit N:
Internet Usage
Adults with Sleep Apnea and Used a
Branded Prescription Remedy

Exhibit N**Provigil MRI Data****Internet Usage****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
Have Internet access at home, using a computer	2945	1.60	83.46	106
Internet Service Providers (to HH): America Online (AOL) *	40	1.98	1.14	131
Internet Service Providers (to HH): AT&T	472	1.54	13.38	102
Internet Service Providers (to HH): Cablevision (Optimum) *	34	0.59	0.96	39
Internet Service Providers (to HH): CenturyLink	211	2.48	5.99	164
Internet Service Providers (to HH): Charter *	211	2.48	5.97	164
Internet Service Providers (to HH): Comcast/Xfinity	583	1.58	16.53	104
Internet Service Providers (to HH): Cox *	84	1.00	2.39	66
Internet Service Providers (to HH): Earthlink *	27	4.12	0.76	272
Internet Service Providers (to HH): Net Zero/Juno *	15	3.51	0.41	231
Internet Service Providers (to HH): Road Runner (Time Warner Cable)	325	1.78	9.20	118
Internet Service Providers (to HH): Verizon Online	314	1.45	8.91	95
Internet Service Providers (to HH): Any Service	2924	1.60	82.87	105
Looked at/used Internet using a computer in the last 30 days: At home	2646	1.54	74.98	102
Looked at/used Internet using a computer in the last 30 days: At work	1179	1.36	33.41	90
Looked at/used Internet using a computer in the last 30 days: At school or library	260	1.06	7.36	70
Looked at/used Internet using a computer in the last 30 days: Another place	684	1.24	19.38	82
Looked at/used Internet using a computer in the last 30 days: Any Internet Usage	2795	1.50	79.20	99
Used Wi-Fi or wireless connection using a computer outside of home/last 30 days	813	1.33	23.03	88
Devices used to use the Internet/last 30 days: Desktop computer	2072	1.66	58.71	110
Devices used to use the Internet/last 30 days: Laptop or Netbook computer	1799	1.51	50.98	99
Devices used to use the Internet/last 30 days: Any computer	2742	1.56	77.72	103
Devices used to use the Internet/last 30 days: iPad or other Tablet	501	1.41	14.21	93
Devices used to use the Internet/last 30 days: Cellphone or Smartphone	1434	1.33	40.66	87
Devices used to use the Internet/last 30 days: E-reader *	184	2.14	5.22	141
Devices used to use the Internet/last 30 days: iPod or other MP3 Player *	147	1.16	4.16	76
Devices used to use the Internet/last 30 days: Video game console *	227	1.43	6.43	94
Visited a chat room/past 30 days	180	1.47	5.09	97
Used e-mail/past 30 days	2560	1.58	72.55	104
Used instant messenger/past 30 days	1380	1.32	39.10	87

Provigil MRI Data**Internet Usage****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
Participated in on-line dating/past 30 days *	40	1.11	1.15	73
Made a purchase for personal use (on the Internet)/past 30 days	1568	1.71	44.45	113
Made a purchase for business use (on the Internet)/past 30 days	336	1.37	9.53	90
Made personal or business travel plans online/past 30 days	578	1.41	16.38	93
Played games online/past 30 days	928	1.51	26.30	100
Downloaded a video game/past 30 days	317	1.63	8.97	108
Used on-line gambling site/past 30 days *	70	2.64	1.98	174
Obtained financial information online/past 30 days	1013	1.51	28.70	100
Tracked investments/Traded stocks, bonds or mutual funds online/past 30 days	503	1.97	14.26	130
Paid bills online/past 30 days	1576	1.60	44.68	105
Obtained the latest news/current events online/past 30 days	1681	1.66	47.63	110
Obtained sports news/information online/past 30 days	1066	1.61	30.22	106
Obtained information for new/used car purchase online/past 30 days	395	1.56	11.20	103
Obtained information about real estate online/past 30 days	382	1.42	10.81	93
Obtained medical information online/past 30 days	1052	2.10	29.80	139
Obtained childcare or parenting information online/past 30 days *	37	0.33	1.06	22
Obtained information about entertainment or celebrities	810	1.46	22.95	97
Looked for employment online/past 30 days	467	1.30	13.24	86
Looked for recipes online/past 30 days	1099	1.53	31.15	101
Took an online class or course/past 30 days *	223	1.47	6.31	97
Visited a TV network or TV show's website/past 30 days	769	1.73	21.79	114
Looked at TV listings online/past 30 days	367	1.78	10.39	118
Looked up movie listings or showtimes online/past 30 days	796	1.62	22.57	107
Listened to radio on the Internet (NET)/past 30 days	785	1.56	22.26	103
Visited a radio station, radio program or radio personality website/past 30 days	271	1.79	7.68	118
Downloaded music/past 30 days	629	1.25	17.83	82
Downloaded podcasts/podcasting/past 30 days *	160	2.01	4.53	133
Downloaded a TV program/past 30 days *	155	1.67	4.40	110
Watched a TV program online/past 30 days	480	1.59	13.61	105
Downloaded a movie/past 30 days *	207	1.42	5.87	93
Watched a movie online/past 30 days	452	1.50	12.82	99
Watched other online video/past 30 days	478	1.57	13.55	104
Visited online blogs/past 30 days	409	1.50	11.59	99

Provigil MRI Data**Internet Usage****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
Wrote online blog/past 30 days	* 61	0.92	1.74	61
Posted a comment or review on a blog, online forum, message or bulletin/past 30 days	334	1.32	9.46	87
Made a phone call online/past 30 days	472	1.47	13.37	97
Uploaded or added video to website/past 30 days	* 151	1.17	4.29	77
Shared photos through Internet website/past 30 days	903	1.46	25.60	96
Sent an electronic greeting card/past 30 days	201	1.76	5.69	116
Total time spent yesterday using the Internet (does not include email or IM): 10+ hours	* 107	1.69	3.05	112
Total time spent yesterday using the Internet (does not include email or IM): 5-10 hours	316	1.52	8.95	100
Total time spent yesterday using the Internet (does not include email or IM): 2-5 hours	670	1.56	18.99	103
Total time spent yesterday using the Internet (does not include email or IM): 1-2 hours	496	1.26	14.07	83
Total time spent yesterday using the Internet (does not include email or IM): 1/2-1 hour	510	1.69	14.45	112
Total time spent yesterday using the Internet (does not include email or IM): less than 1/2 hour	371	1.48	10.50	97
Total time spent last Saturday using the Internet (does not include email or IM): 10+ hours	* 89	2.30	2.52	152
Total time spent last Saturday using the Internet (does not include email or IM): 5-10 hours	* 185	1.38	5.24	91
Total time spent last Saturday using the Internet (does not include email or IM): 2-5 hours	570	1.59	16.17	105
Total time spent last Saturday using the Internet (does not include email or IM): 1-2 hours	481	1.32	13.64	87
Total time spent last Saturday using the Internet (does not include email or IM): 1/2-1 hour	457	1.55	12.96	103
Total time spent last Saturday using the Internet (does not include email or IM): less than 1/2 hour	333	1.38	9.45	91
Total time spent last Sunday using the Internet (does not include email or IM): 10+ hours	* 72	2.19	2.04	145
Total time spent last Sunday using the Internet (does not include email or IM): 5-10 hours	* 149	1.24	4.21	82
Total time spent last Sunday using the Internet (does not include email or IM): 2-5 hours	444	1.38	12.59	91
Total time spent last Sunday using the Internet (does not include email or IM): 1-2 hours	450	1.29	12.76	85
Total time spent last Sunday using the Internet (does not include email or IM): 1/2-1 hour	501	1.74	14.21	115
Total time spent last Sunday using the Internet (does not include email or IM): less than 1/2 hour	345	1.38	9.77	91
Website or search engines used/yesterday: AOL/AOL.com	* 155	1.48	4.39	97
Website or search engines used/yesterday: Ask.com	* 135	2.60	3.83	171
Website or search engines used/yesterday: Bing.com	244	1.33	6.92	88

Provigil MRI Data**Internet Usage****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
Website or search engines used/yesterday: Excite.com *	0	0.00	0.00	0
Website or search engines used/yesterday: Google.com	1906	1.48	54.01	98
Website or search engines used/yesterday: Yahoo.com	761	1.37	21.58	91
Website or search engines used/last 30 days: AOL/AOL.com	211	1.37	5.97	90
Website or search engines used/last 30 days: Ask.com	350	2.13	9.92	141
Website or search engines used/last 30 days: Bing.com	625	1.62	17.71	107
Website or search engines used/last 30 days: Excite.com *	17	2.34	0.47	154
Website or search engines used/last 30 days: Google.com	2499	1.51	70.83	100
Website or search engines used/last 30 days: Yahoo.com	1211	1.43	34.32	94
Instant Messenger (IM) used/last 30 days: AIM/AOL Instant Messenger *	108	1.46	3.06	97
Instant Messenger (IM) used/last 30 days: Facebook	895	1.15	25.36	76
Instant Messenger (IM) used/last 30 days: Google Talk/Gmail Chat *	220	1.73	6.23	114
Instant Messenger (IM) used/last 30 days: MySpace *	53	2.44	1.51	161
Instant Messenger (IM) used/last 30 days: Skype (measured separately as Skype and Windows Live Messenger in Waves 65-68)	454	1.80	12.86	119
Instant Messenger (IM) used/last 30 days: Yahoo! Messenger *	226	1.41	6.39	93
E-mail used/yesterday: AOL Mail	201	1.55	5.71	103
E-mail used/yesterday: Gmail	728	1.53	20.62	101
E-mail used/yesterday: Outlook.com (measured as Windows Live Hotmail in Waves 65-68)	325	1.79	9.21	118
E-mail used/yesterday: Yahoo! Mail	681	1.36	19.29	90
E-mail used/last 30 days: AOL Mail	247	1.41	6.99	93
E-mail used/last 30 days: Gmail	876	1.48	24.82	98
E-mail used/last 30 days: Outlook.com (measured as Windows Live Hotmail in Waves 65-68)	393	1.64	11.15	108
E-mail used/last 30 days: Yahoo! Mail	908	1.37	25.73	90
ABC.com/visited in last 30 days	196	1.92	5.55	127
CBS.com/visited in last 30 days *	180	2.28	5.09	150
Disney.com/visited in last 30 days *	103	1.85	2.91	122
FarmVille/visited in last 30 days *	88	2.99	2.50	197
Fox.com/visited in last 30 days	247	2.58	6.99	170
Hulu.com/visited in last 30 days *	172	1.27	4.88	84
IMDb.com/visited in last 30 days *	167	1.25	4.72	82
iTunes.com/visited in last 30 days	318	1.02	9.02	67

Provigil MRI Data**Internet Usage****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u>			
	<u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
iVillage.com/visited in last 30 days	* 9	1.74	0.26	115
Moviefone.com/visited in last 30 days	* 18	0.55	0.50	36
MSN Movies/visited in last 30 days	* 8	0.54	0.24	36
MTV.com/visited in last 30 days	* 26	0.64	0.73	42
NBC.com/visited in last 30 days	* 95	1.23	2.70	81
Pandora.com/visited in last 30 days	374	1.12	10.59	74
PBS.org/visited in last 30 days	* 128	2.22	3.62	146
Ticketmaster.com/visited in last 30 days	* 91	0.84	2.57	55
Yahoo! Movies/visited in last 30 days	* 71	1.22	2.03	81
About.com/visited in last 30 days	* 96	1.41	2.73	93
Answers.com/WikiAnswers/visited in last 30 days	* 151	1.21	4.28	80
Bankrate.com/visited in last 30 days	* 34	1.45	0.96	96
eHow.com/visited in last 30 days	* 208	1.65	5.90	109
Superpages.com/visited in last 30 days	* 19	1.69	0.54	112
WebMD.com/visited in last 30 days	437	1.53	12.38	101
WhitePages.com/visited in last 30 days	196	1.66	5.54	109
Wikipedia.org/visited in last 30 days	662	1.50	18.76	99
Yahoo! Answers/visited in last 30 days	* 189	1.29	5.36	85
Yellowpages.com (YP.com)/visited in last 30 days	313	1.97	8.86	130
CareerBuilder.com/visited in last 30 days	* 125	0.94	3.54	62
Monster.com/visited in last 30 days	* 141	1.33	3.99	88
ABCNews.com/visited in last 30 days	159	1.70	4.51	112
CBSNews.com/visited in last 30 days	* 101	1.70	2.86	112
CNN.com/visited in last 30 days	364	1.55	10.33	102
FOXNews.com/visited in last 30 days	421	2.19	11.92	144
Huffington Post.com/visited in last 30 days	* 180	1.43	5.11	94
NBCNews.com (measured as MSNBC.com in waves 65-67)/visited in last 30 days	262	1.82	7.42	120
NYTimes.com/visited in last 30 days	261	1.58	7.39	104
USAToday.com/visited in last 30 days	216	1.78	6.13	117
WSJ.com/visited in last 30 days	* 225	2.21	6.38	146
Yahoo! News/visited in last 30 days	416	1.31	11.79	86
Amazon.com/visited in last 30 days	925	1.53	26.22	101
Coupons.com/visited in last 30 days	* 170	2.18	4.82	144
eBay.com/visited in last 30 days	617	1.53	17.49	101
Groupon.com/visited in last 30 days	199	1.15	5.64	76
Overstock.com/visited in last 30 days	* 214	1.64	6.08	108
ShopAtHome.com/visited in last 30 days	* 19	1.42	0.53	94
Univision.com/visited in last 30 days	* 27	0.69	0.76	46
Yahoo! en Espanol/visited in last 30 days	* 15	0.86	0.42	56
any spanish language website/visited in last 30 days	* 49	0.84	1.38	55
AOL.SportingNews.com/visited in last 30 days	* 38	2.34	1.07	154

Provigil MRI Data**Internet Usage****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
CBSsports.com/visited in last 30 days	* 134	2.53	3.80	167
ESPN.com/visited in last 30 days	411	1.30	11.64	86
FOXSports.com/visited in last 30 days	213	2.24	6.05	148
MLB.com/visited in last 30 days	* 120	1.54	3.39	101
NASCAR.com/visited in last 30 days	* 148	2.69	4.19	177
NBA.com/visited in last 30 days	* 37	0.48	1.04	32
NBC Sports website/visited in last 30 days	* 110	2.41	3.12	159
NFL.com/visited in last 30 days	232	1.52	6.56	100
WWE.com/visited last 30 days	* 43	1.48	1.21	98
Yahoo! Sports/visited in last 30 days	* 140	0.96	3.96	63
CNET.com/visited in last 30 days	* 146	2.14	4.12	141
Bings Maps/visited in last 30 days	* 101	1.67	2.87	110
CheapTickets.com/visited in last 30 days	* 154	1.55	4.37	102
Expedia.com/visited in last 30 days	224	1.28	6.35	85
Hotels.com/visited in last 30 days	* 171	1.69	4.84	111
Hotwire.com/visited in last 30 days	* 146	1.82	4.13	120
MapQuest.com/visited in last 30 days	652	1.66	18.48	110
Maps.google.com (Google Maps)/visited in last 30 days	786	1.72	22.28	114
Orbitz.com/visited in last 30 days	* 144	1.34	4.08	88
Priceline.com/visited in last 30 days	* 151	1.39	4.27	92
Travelocity.com/visited in last 30 days	* 197	1.44	5.58	95
TripAdvisor.com/visited in last 30 days	* 136	1.89	3.87	125
Yahoo! Maps/visited in last 30 days	276	1.57	7.81	103
AccuWeather.com/visited in last 30 days	383	2.29	10.85	151
Weather.com/visited in last 30 days	981	1.61	27.80	106
WeatherBug.com/visited in last 30 days	* 199	1.94	5.64	128
Facebook/visited in last 30 days	1534	1.28	43.47	85
Flickr/visited in last 30 days	* 57	1.19	1.62	78
Foursquare/visited in last 30 days	* 11	0.60	0.31	39
LinkedIn/visited in last 30 days	326	1.79	9.23	118
MySpace/visited in last 30 days	* 76	1.60	2.15	105
Photobucket/visited in last 30 days	* 83	1.53	2.36	101
Picasa/visited in last 30 days	* 140	2.21	3.98	146
Shutterfly/visited in last 30 days	* 54	0.77	1.53	51
Tumblr/visited in last 30 days	* 39	0.77	1.11	51
Twitter/visited in last 30 days	252	1.28	7.14	84
Yelp/visited in last 30 days	* 84	1.27	2.38	84
YouTube/visited in last 30 days	1374	1.46	38.93	96
Activities done using social networking, photo or video-sharing site: Updated status/last 30 days	609	1.04	17.27	68
Activities done using social networking, photo or video-sharing site: Updated profile/last 30 days	446	1.16	12.65	76

Provigil MRI Data**Internet Usage****Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy**

	<u>Weighted</u> <u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100
Activities done using social networking, photo or video-sharing site: Posted a picture/last 30 days	662	1.10	18.75	73
Activities done using social networking, photo or video-sharing site: Posted a video/last 30 days	* 174	1.21	4.92	80
Activities done using social networking, photo or video-sharing site: Posted a website link/last 30 days	* 218	1.04	6.17	69
Activities done using social networking, photo or video-sharing site: Visited a friend's profile or page/last 30 days	1124	1.23	31.87	81
Activities done using social networking, photo or video-sharing site: Commented on a friend's post/last 30 days	913	1.18	25.88	78
Activities done using social networking, photo or video-sharing site: Posted a blog entry/last 30 days	* 90	1.07	2.55	71
Activities done using social networking, photo or video-sharing site: Rated or reviewed a product or service/last 30 days	* 150	1.86	4.25	122
Activities done using social networking, photo or video-sharing site: Sent a message or e-mail/last 30 days	1091	1.38	30.93	91
Activities done using social networking, photo or video-sharing site: Used IM/last 30 days	282	1.11	8.00	73
Activities done using social networking, photo or video-sharing site: Played a game/last 30 days	543	1.82	15.40	120
Activities done using social networking, photo or video-sharing site: Invited people to an event/last 30 days	* 106	0.90	2.99	59
Activities done using social networking, photo or video-sharing site: Sent a real or virtual gift/last 30 days	* 74	2.86	2.10	188
Activities done using social networking, photo or video-sharing site: Posted that you "like" something/last 30 days	728	1.21	20.64	80
Activities done using social networking, photo or video-sharing site: "Followed" or became a "fan of" something or someone/last 30 days	264	1.10	7.47	72
Activities done using social networking, photo or video-sharing site: Clicked on an advertisement/last 30 days	252	1.87	7.14	123
Activities done using social networking, photo or video-sharing site: Watched a video/last 30 days	932	1.40	26.42	93
Activities done using social networking, photo or video-sharing site: Posted your current location/last 30 days	* 141	0.96	4.00	63

Provigil MRI Data

Internet Usage

Audience: Adults With Sleep Apnea & Used a Branded Prescription Remedy

	<u>Weighted</u> <u>(000)</u>	<u>% Coverage</u>	<u>% Comp</u>	<u>Index</u>
Ailments/Remedies: Sleep Apnea Used a branded prescription remedy	3528	1.52	100.00	100

(h) Pub freq changed from monthly to bimthly in W68 meas mth

(i) Pub monthly in W68 but meas as a bimonthly

(j) Pub is now monthly and meas as triwkly in W65-66

(k) Pub is now triwkly and meas as biwkly in W65-68

(l) Pub is a net est comprised 2 sep meas but not related titles

(m) Pub was meas as In Touch Weekly in W65-66

(o) Pub is now biwklyand measured as wkly in W65-66

(q) Pub circ and aud est only reflect daily or Sun/Wkend papers

(r) Pub is now biwkly was meas as wkly in W65-68

(t) Pub was meas as WebMD The Magazine in W65-68

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) - Base: All
No Audit Report Was Generated

Exhibit O:
Internet Usage
Adults Employed Full Time

Exhibit O**Provigil MRI Data****Internet Usage****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Employment: working full time	111571	47.95	100.00	100
Have Internet access at home, using a computer	96947	52.72	86.89	110
Internet Service Providers (to HH): America Online (AOL)	799	39.33	0.72	82
Internet Service Providers (to HH): AT&T	16529	54.01	14.81	113
Internet Service Providers (to HH): Cablevision (Optimum)	2687	46.72	2.41	97
Internet Service Providers (to HH): CenturyLink	4617	54.19	4.14	113
Internet Service Providers (to HH): Charter	4817	56.80	4.32	118
Internet Service Providers (to HH): Comcast/Xfinity	19689	53.37	17.65	111
Internet Service Providers (to HH): Cox	4793	56.99	4.30	119
Internet Service Providers (to HH): Earthlink	261	40.17	0.23	84
Internet Service Providers (to HH): Net Zero/Juno *	232	55.97	0.21	117
Internet Service Providers (to HH): Road Runner (Time Warner Cable)	10130	55.64	9.08	116
Internet Service Providers (to HH): Verizon Online	11948	55.07	10.71	115
Internet Service Providers (to HH): Any Service	96662	52.82	86.64	110
Looked at/used Internet using a computer in the last 30 days: At home	93505	54.43	83.81	114
Looked at/used Internet using a computer in the last 30 days: At work	74195	85.61	66.50	179
Looked at/used Internet using a computer in the last 30 days: At school or library	9831	40.03	8.81	83
Looked at/used Internet using a computer in the last 30 days: Another place	30812	55.89	27.62	117
Looked at/used Internet using a computer in the last 30 days: Any Internet Usage	100886	54.33	90.42	113
Used Wi-Fi or wireless connection using a computer outside of home/last 30 days	37757	61.90	33.84	129
Devices used to use the Internet/last 30 days: Desktop computer	70970	56.98	63.61	119
Devices used to use the Internet/last 30 days: Laptop or Netbook computer	69504	58.17	62.30	121
Devices used to use the Internet/last 30 days: Any computer	95892	54.64	85.95	114
Devices used to use the Internet/last 30 days: iPad or other Tablet	22476	63.37	20.14	132
Devices used to use the Internet/last 30 days: Cellphone or Smartphone	66610	61.59	59.70	128
Devices used to use the Internet/last 30 days: E-reader	5207	60.36	4.67	126
Devices used to use the Internet/last 30 days: iPod or other MP3 Player	7207	56.91	6.46	119
Devices used to use the Internet/last 30 days: Video game console	9308	58.59	8.34	122
Visited a chat room/past 30 days	6028	49.21	5.40	103
Used e-mail/past 30 days	90121	55.53	80.77	116
Used instant messenger/past 30 days	57490	54.92	51.53	115
Participated in on-line dating/past 30 days	2264	61.81	2.03	129

Exhibit O**Provigil MRI Data****Internet Usage****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Made a purchase for personal use (on the Internet)/past 30 days	54412	59.45	48.77	124
Made a purchase for business use (on the Internet)/past 30 days	19472	79.43	17.45	166
Made personal or business travel plans online/past 30 days	26483	64.67	23.74	135
Played games online/past 30 days	29789	48.46	26.70	101
Downloaded a video game/past 30 days	10428	53.84	9.35	112
Used on-line gambling site/past 30 days	1550	58.54	1.39	122
Obtained financial information online/past 30 days	41936	62.64	37.59	131
Tracked investments/Traded stocks, bonds or mutual funds online/past 30 days	16824	65.94	15.08	137
Paid bills online/past 30 days	61920	62.80	55.50	131
Obtained the latest news/current events online/past 30 days	59269	58.63	53.12	122
Obtained sports news/information online/past 30 days	41070	62.02	36.81	129
Obtained information for new/used car purchase online/past 30 days	15766	62.38	14.13	130
Obtained information about real estate online/past 30 days	17188	63.86	15.41	133
Obtained medical information online/past 30 days	26825	53.61	24.04	112
Obtained childcare or parenting information online/past 30 days	6353	56.00	5.69	117
Obtained information about entertainment or celebrities	31257	56.51	28.02	118
Looked for employment online/past 30 days	15123	42.07	13.55	88
Looked for recipes online/past 30 days	37468	52.20	33.58	109
Took an online class or course/past 30 days	8351	55.25	7.49	115
Visited a TV network or TV show's website/past 30 days	23817	53.51	21.35	112
Looked at TV listings online/past 30 days	11272	54.89	10.10	114
Looked up movie listings or showtimes online/past 30 days	27433	55.71	24.59	116
Listened to radio on the Internet (NET)/past 30 days	30747	61.23	27.56	128
Visited a radio station, radio program or radio personality website/past 30 days	9514	62.69	8.53	131
Downloaded music/past 30 days	27926	55.35	25.03	115
Downloaded podcasts/podcasting/past 30 days	5148	64.82	4.61	135
Downloaded a TV program/past 30 days	5258	56.66	4.71	118
Watched a TV program online/past 30 days	16050	53.31	14.39	111
Downloaded a movie/past 30 days	8317	56.88	7.45	119
Watched a movie online/past 30 days	16606	55.24	14.88	115
Watched other online video/past 30 days	17101	56.25	15.33	117
Visited online blogs/past 30 days	15549	56.92	13.94	119
Wrote online blog/past 30 days	3504	52.60	3.14	110
Posted a comment or review on a blog, online forum, message or bulletin/past 30 days	13465	53.44	12.07	111
Made a phone call online/past 30 days	18923	58.97	16.96	123

Exhibit O**Provigil MRI Data****Internet Usage****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Uploaded or added video to website/past 30 days	6992	54.27	6.27	113
Shared photos through Internet website/past 30 days	33313	53.79	29.86	112
Sent an electronic greeting card/past 30 days	5835	51.16	5.23	107
Total time spent yesterday using the Internet (does not include email or IM): 10+ hours	4301	67.69	3.86	141
Total time spent yesterday using the Internet (does not include email or IM): 5-10 hours	12212	58.70	10.95	122
Total time spent yesterday using the Internet (does not include email or IM): 2-5 hours	22554	52.57	20.21	110
Total time spent yesterday using the Internet (does not include email or IM): 1-2 hours	22145	56.02	19.85	117
Total time spent yesterday using the Internet (does not include email or IM): 1/2-1 hour	16688	55.47	14.96	116
Total time spent yesterday using the Internet (does not include email or IM): less than 1/2 hour	13666	54.50	12.25	114
Total time spent last Saturday using the Internet (does not include email or IM): 10+ hours	1929	49.92	1.73	104
Total time spent last Saturday using the Internet (does not include email or IM): 5-10 hours	6373	47.64	5.71	99
Total time spent last Saturday using the Internet (does not include email or IM): 2-5 hours	19202	53.61	17.21	112
Total time spent last Saturday using the Internet (does not include email or IM): 1-2 hours	20482	56.33	18.36	117
Total time spent last Saturday using the Internet (does not include email or IM): 1/2-1 hour	16800	57.12	15.06	119
Total time spent last Saturday using the Internet (does not include email or IM): less than 1/2 hour	13520	55.90	12.12	117
Total time spent last Sunday using the Internet (does not include email or IM): 10+ hours	1472	44.73	1.32	93
Total time spent last Sunday using the Internet (does not include email or IM): 5-10 hours	5741	47.77	5.15	100
Total time spent last Sunday using the Internet (does not include email or IM): 2-5 hours	17728	55.24	15.89	115
Total time spent last Sunday using the Internet (does not include email or IM): 1-2 hours	19478	55.90	17.46	117
Total time spent last Sunday using the Internet (does not include email or IM): 1/2-1 hour	16631	57.83	14.91	121
Total time spent last Sunday using the Internet (does not include email or IM): less than 1/2 hour	14071	56.27	12.61	117
Website or search engines used/yesterday: AOL/AOL.com	4928	47.05	4.42	98
Website or search engines used/yesterday: Ask.com	2622	50.46	2.35	105
Website or search engines used/yesterday: Bing.com	11497	62.49	10.30	130
Website or search engines used/yesterday: Excite.com	165	58.63	0.15	122
Website or search engines used/yesterday: Google.com	73082	56.87	65.50	119
Website or search engines used/yesterday: Yahoo.com	30709	55.40	27.52	116
Website or search engines used/last 30 days: AOL/AOL.com	7431	48.36	6.66	101

Exhibit O**Provigil MRI Data****Internet Usage****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Website or search engines used/last 30 days: Ask.com	8511	51.79	7.63	108
Website or search engines used/last 30 days: Bing.com	23595	61.23	21.15	128
Website or search engines used/last 30 days: Excite.com	431	60.62	0.39	126
Website or search engines used/last 30 days: Google.com	91667	55.48	82.16	116
Website or search engines used/last 30 days: Yahoo.com	46194	54.57	41.40	114
Instant Messenger (IM) used/last 30 days: AIM/AOL Instant Messenger	4015	54.42	3.60	113
Instant Messenger (IM) used/last 30 days: Facebook	40238	51.72	36.07	108
Instant Messenger (IM) used/last 30 days: Google Talk/Gmail Chat	7684	60.44	6.89	126
Instant Messenger (IM) used/last 30 days: MySpace	1010	46.26	0.91	96
Instant Messenger (IM) used/last 30 days: Skype (measured separately as Skype and Windows Live Messenger in Waves 65-68)	13605	53.98	12.19	113
Instant Messenger (IM) used/last 30 days: Yahoo! Messenger	8165	51.00	7.32	106
E-mail used/yesterday: AOL Mail	6322	48.81	5.67	102
E-mail used/yesterday: Gmail	27793	58.60	24.91	122
E-mail used/yesterday: Outlook.com (measured as Windows Live Hotmail in Waves 65-68)	9910	54.58	8.88	114
E-mail used/yesterday: Yahoo! Mail	27456	54.79	24.61	114
E-mail used/last 30 days: AOL Mail	8524	48.77	7.64	102
E-mail used/last 30 days: Gmail	34489	58.33	30.91	122
E-mail used/last 30 days: Outlook.com (measured as Windows Live Hotmail in Waves 65-68)	13096	54.52	11.74	114
E-mail used/last 30 days: Yahoo! Mail	35894	54.17	32.17	113
ABC.com/visited in last 30 days	5289	51.93	4.74	108
CBS.com/visited in last 30 days	4269	54.12	3.83	113
Disney.com/visited in last 30 days	2641	47.58	2.37	99
FarmVille/visited in last 30 days	1198	40.58	1.07	85
Fox.com/visited in last 30 days	5522	57.85	4.95	121
Hulu.com/visited in last 30 days	7232	53.50	6.48	112
IMDb.com/visited in last 30 days	7947	59.61	7.12	124
iTunes.com/visited in last 30 days	18354	59.04	16.45	123
iVillage.com/visited in last 30 days	217	41.17	0.19	86
Moviefone.com/visited in last 30 days	1816	56.79	1.63	118
MSN Movies/visited in last 30 days	878	56.87	0.79	119
MTV.com/visited in last 30 days	1527	38.28	1.37	80
NBC.com/visited in last 30 days	4249	54.81	3.81	114
Pandora.com/visited in last 30 days	20558	61.64	18.43	129
PBS.org/visited in last 30 days	2884	50.02	2.59	104
Ticketmaster.com/visited in last 30 days	6852	63.37	6.14	132
Yahoo! Movies/visited in last 30 days	3170	54.15	2.84	113

Exhibit O**Provigil MRI Data****Internet Usage****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
About.com/visited in last 30 days	3718	54.51	3.33	114
Answers.com/WikiAnswers/visited in last 30 days	6248	49.98	5.60	104
Bankrate.com/visited in last 30 days	1673	71.77	1.50	150
eHow.com/visited in last 30 days	7080	56.21	6.35	117
Superpages.com/visited in last 30 days	743	65.66	0.67	137
WebMD.com/visited in last 30 days	15819	55.56	14.18	116
WhitePages.com/visited in last 30 days	6659	56.52	5.97	118
Wikipedia.org/visited in last 30 days	25491	57.67	22.85	120
Yahoo! Answers/visited in last 30 days	7084	48.33	6.35	101
Yellowpages.com (YP.com)/visited in last 30 days	8916	56.19	7.99	117
CareerBuilder.com/visited in last 30 days	6347	47.91	5.69	100
Monster.com/visited in last 30 days	5049	47.74	4.53	100
ABCNews.com/visited in last 30 days	5199	55.41	4.66	116
CBSNews.com/visited in last 30 days	3239	54.38	2.90	113
CNN.com/visited in last 30 days	14922	63.49	13.37	132
FOXNews.com/visited in last 30 days	11251	58.46	10.08	122
Huffington Post.com/visited in last 30 days	7302	57.96	6.54	121
NBCNews.com (measured as MSNBC.com in waves 65-67)/visited in last 30 days	9213	63.85	8.26	133
NYTimes.com/visited in last 30 days	9755	59.03	8.74	123
USAToday.com/visited in last 30 days	7562	62.26	6.78	130
WSJ.com/visited in last 30 days	6795	66.67	6.09	139
Yahoo! News/visited in last 30 days	18306	57.46	16.41	120
Amazon.com/visited in last 30 days	35062	58.04	31.43	121
Coupons.com/visited in last 30 days	3700	47.42	3.32	99
eBay.com/visited in last 30 days	23369	58.01	20.95	121
Groupon.com/visited in last 30 days	10499	60.90	9.41	127
Overstock.com/visited in last 30 days	7829	59.82	7.02	125
ShopAtHome.com/visited in last 30 days	545	41.13	0.49	86
Univision.com/visited in last 30 days	2250	58.06	2.02	121
Yahoo! en Espanol/visited in last 30 days	791	45.23	0.71	94
any spanish language website/visited in last 30 days	3260	55.95	2.92	117
AOL.SportingNews.com/visited in last 30 days	905	56.03	0.81	117
CBSsports.com/visited in last 30 days	3461	65.17	3.10	136
ESPN.com/visited in last 30 days	20652	65.20	18.51	136
FOXSports.com/visited in last 30 days	5954	62.50	5.34	130
MLB.com/visited in last 30 days	5162	66.26	4.63	138
NASCAR.com/visited in last 30 days	3325	60.49	2.98	126
NBA.com/visited in last 30 days	4243	55.88	3.80	117
NBC Sports website/visited in last 30 days	2541	55.56	2.28	116
NFL.com/visited in last 30 days	9502	62.28	8.52	130
WWE.com/visited last 30 days	1270	44.25	1.14	92
Yahoo! Sports/visited in last 30 days	9499	65.00	8.51	136
CNET.com/visited in last 30 days	4394	64.48	3.94	134
Bings Maps/visited in last 30 days	3657	60.24	3.28	126

Exhibit O**Provigil MRI Data****Internet Usage****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
CheapTickets.com/visited in last 30 days	5880	59.17	5.27	123
Expedia.com/visited in last 30 days	11312	64.85	10.14	135
Hotels.com/visited in last 30 days	6376	62.97	5.71	131
Hotwire.com/visited in last 30 days	5282	65.95	4.73	138
MapQuest.com/visited in last 30 days	22677	57.78	20.33	120
Maps.google.com (Google Maps)/visited in last 30 days	27690	60.64	24.82	126
Orbitz.com/visited in last 30 days	7152	66.53	6.41	139
Priceline.com/visited in last 30 days	6920	63.72	6.20	133
Travelocity.com/visited in last 30 days	8668	63.39	7.77	132
TripAdvisor.com/visited in last 30 days	4541	62.97	4.07	131
Yahoo! Maps/visited in last 30 days	9924	56.34	8.89	117
AccuWeather.com/visited in last 30 days	10209	61.19	9.15	128
Weather.com/visited in last 30 days	36591	60.11	32.80	125
WeatherBug.com/visited in last 30 days	5907	57.58	5.29	120
Facebook/visited in last 30 days	64821	54.19	58.10	113
Flickr/visited in last 30 days	2908	60.32	2.61	126
Foursquare/visited in last 30 days	1150	62.15	1.03	130
LinkedIn/visited in last 30 days	13416	73.55	12.02	153
MySpace/visited in last 30 days	2209	46.53	1.98	97
Photobucket/visited in last 30 days	2746	50.59	2.46	105
Picasa/visited in last 30 days	3530	55.50	3.16	116
Shutterstock/visited in last 30 days	4092	58.38	3.67	122
Tumblr/visited in last 30 days	2233	44.09	2.00	92
Twitter/visited in last 30 days	10442	52.91	9.36	110
Yelp/visited in last 30 days	4445	67.22	3.98	140
YouTube/visited in last 30 days	52846	56.08	47.37	117
Activities done using social networking, photo or video-sharing site: Updated status/last 30 days	31014	52.88	27.80	110
Activities done using social networking, photo or video-sharing site: Updated profile/last 30 days	20362	52.82	18.25	110
Activities done using social networking, photo or video-sharing site: Posted a picture/last 30 days	32209	53.62	28.87	112
Activities done using social networking, photo or video-sharing site: Posted a video/last 30 days	7613	53.10	6.82	111
Activities done using social networking, photo or video-sharing site: Posted a website link/last 30 days	11251	53.91	10.08	112
Activities done using social networking, photo or video-sharing site: Visited a friend's profile or page/last 30 days	49704	54.49	44.55	114
Activities done using social networking, photo or video-sharing site: Commented on a friend's post/last 30 days	41222	53.09	36.95	111
Activities done using social networking, photo or video-sharing site: Posted a blog entry/last 30 days	4696	55.91	4.21	117
Activities done using social networking, photo or video-sharing site: Rated or reviewed a product or service/last 30 days	4230	52.39	3.79	109

Exhibit O**Provigil MRI Data****Internet Usage****Audience: Adults Employed Full Time**

	<u>Weighted</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Comp</u>	<u>Index</u>
Activities done using social networking, photo or video-sharing site: Sent a message or e-mail/last 30 days	42173	53.46	37.80	111
Activities done using social networking, photo or video-sharing site: Used IM/last 30 days	13057	51.23	11.70	107
Activities done using social networking, photo or video-sharing site: Played a game/last 30 days	14018	46.83	12.56	98
Activities done using social networking, photo or video-sharing site: Invited people to an event/last 30 days	6410	54.62	5.75	114
Activities done using social networking, photo or video-sharing site: Sent a real or virtual gift/last 30 days	1299	49.99	1.16	104
Activities done using social networking, photo or video-sharing site: Posted that you "like" something/last 30 days	31342	51.95	28.09	108
Activities done using social networking, photo or video-sharing site: "Followed" or became a "fan of" something or someone/last 30 days	12668	52.63	11.35	110
Activities done using social networking, photo or video-sharing site: Clicked on an advertisement/last 30 days	7474	55.46	6.70	116
Activities done using social networking, photo or video-sharing site: Watched a video/last 30 days	36791	55.42	32.98	116
Activities done using social networking, photo or video-sharing site: Posted your current location/last 30 days	8493	57.73	7.61	120

* Projections relatively unstable, use with caution

Source: 2013 Doublebase GfK MRI weighted to Population (000) -

Base: All

No Audit Report Was Generated

Exhibit P:
Long-Form Notice

UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF PENNSYLVANIA

If You Paid for Provigil® or Generic Versions of Provigil®

You Could Get Money from a State Attorney General Settlement

A Federal Court authorized this Notice. This is not a solicitation from a lawyer.

- A proposed Settlement has been reached in a lawsuit regarding the price that individuals in 48 states and the District of Columbia paid for Provigil® and generic versions of Provigil®. The lawsuit asserts that Defendants Cephalon, Inc., Teva Pharmaceutical Industries, Ltd., Teva Pharmaceuticals USA, Inc., and Barr Pharmaceuticals, Inc., (all collectively, “Defendants”) violated antitrust laws relating to the sale of the prescription pharmaceutical Provigil®. All Defendants have denied any wrongdoing.
- A settlement has been reached between Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming (collectively, “the Plaintiff States” and Defendants in the Lawsuit: Defendants Cephalon, Inc., Teva Pharmaceutical Industries, Ltd., Teva Pharmaceuticals USA, Inc., and Barr Pharmaceuticals, Inc. (collectively, “Cephalon Defendants”).
- *No question is raised about the safety or effectiveness of Provigil® or generic versions of Provigil®.*
- The settlement provides a cash payment of \$35 million to be paid to individual consumers in “the Plaintiff States”.
- If you purchased Provigil® and/or modafinil between June 24, 2006 and March 31, 2012, you may be entitled to a payment from the Settlement Fund. If you purchased Provigil® and/or modafinil through July 28, 2016, your rights will be affected, whether you act or don't act.

A Summary of Your Rights and Choices:

Your Legal Rights Are Affected Even If You Do Not Act.

Read This Notice Carefully.

YOUR LEGAL RIGHTS AND OPTIONS IN THIS SETTLEMENT		
File a Claim	This is the only way to receive money from the Settlement. <i>See</i> Question 8 below.	_____, 20__
Exclude Yourself	You will receive no benefits, but you will retain any rights you currently have to sue the Defendants about the claims in this case. <i>See</i> Questions 10 & 11 below.	_____, 20__
Object to the Settlement	Write to the Court explaining why you don't like the Settlement. <i>See</i> Questions 12 & 13 below.	_____, 20__
Go to the Hearing	Ask to speak in Court about your opinion of the Settlement. <i>See</i> Questions 17 & 18 below.	_____, 20__
Do Nothing	You won't get a payment and will give up your rights to sue the Defendants about the claims in this case. <i>See</i> Question 9 below.	_____, 20__

- These rights and options – **and the deadlines to exercise them** – are explained in this Notice.

QUESTIONS? CALL 1-8XX-XXX-XXXX TOLL-FREE OR VISIT WWW.STATEAGPROVIGILSETTLEMENT.COM

BASIC INFORMATION

1. Why Did I Get This Notice?

A Court authorized this Notice because you have a right to know about a proposed Settlement of this lawsuit, and about all of your options, before the Court decides whether to give final approval to the Settlement. This Notice explains the lawsuit, the Settlement, and your legal rights.

2. What Is This Lawsuit About?

This lawsuit claims that Defendants engaged in a course of conduct to delay the sale of generic versions of Provigil®. The lawsuit claims this conduct violated federal and state antitrust laws and consumer protection laws by delaying the entry into the market of low-cost generic versions of Provigil®. Defendants deny all of these claims. The Court has not made any determinations regarding the merits of the case.

Judge Mitchell S. Goldberg of the U.S. District Court for the Eastern District of Pennsylvania is overseeing this lawsuit. The case is known as *State of New York, et al., v. Cephalon, Inc. et al.*, Civil No. 16-CV-XXXX. The states who sued are called the Plaintiffs. The Defendants are Cephalon, Inc., Teva Pharmaceutical Industries, Ltd., Teva Pharmaceuticals USA, Inc., and Barr Pharmaceuticals, Inc.

Provigil® and generic versions of Provigil® are primarily prescribed for the treatment of certain sleep disorders, including narcolepsy.

This case does not involve the safety or effectiveness of Provigil® or generic versions of Provigil®.

WHO IS IN THE SETTLEMENT?

3. How Do I Know If I Am Eligible To Make A Claim?

You are eligible to make a claim if you fit the definition below:

All persons residing in the states of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming or entities throughout the United States and the District of Columbia who purchased and/or paid for Provigil® or generic versions of Provigil® for consumption by themselves or their families during the period from June 24, 2006 through March 31, 2012.

“Purchased” in this case means you paid some or all of the cost of the drug, e.g., via a co-payment. If insurance did not pay for the whole amount of the drug, you are included.

All persons that purchased Provigil® or generic versions of Provigil® for purposes of resale or made purchases directly from the Defendants are not included.

Defendants, their officers, subsidiaries and affiliates are not included.

The judge and his immediate family are not included.

If you purchased Provigil® and/or modafinil through July 28, 2016, your rights will still be affected by the Settlement.

4. How Are Consumers Included?

Consumers in the states of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota,

QUESTIONS? CALL 1-8XX-XXX-XXXX TOLL-FREE OR VISIT WWW.STATEAGPROVIGILSETTLEMENT.COM

Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming or in the District of Columbia who paid any amount for Provigil® or generic versions of Provigil®, including co-pays and co-insurance, are included in the Settlement.

Specifically, you purchased and/or paid for Provigil® or generic versions of Provigil® if you were:

- (a) An uninsured consumer who paid all of the purchase price of the prescription; or
- (b) An insured consumer who made a co-payment or other partial out-of-pocket payment, or paid the entire cost because you had not met a deductible amount under your health plan.

See Questions 3 & 5 above for more details.

5. What If I Am Still Not Sure If I Am Included In The Settlement?

If you are still not sure whether you are included, you can get more information at www.StateAGProvigilSettlement.com, or get help by calling or writing the Claims Administrator listed in Question 19.

THE SETTLEMENT BENEFITS

6. What Does The Settlement Provide?

A \$35 million Settlement Fund will be established. The Fund will be distributed to consumers who submit valid and timely claim forms. More details are in the Plan of Allocation, which is available at www.StateAGProvigilSettlement.com.

7. How Much Will My Payment Be?

In summary, for consumers, with a few exceptions, your recovery will be calculated based on how much you paid for Provigil® and generic versions of Provigil® from June 24, 2006 through March 31, 2012 compared to the amount paid of all other consumers who file valid and timely claim forms. Complete details of how your recovery will be calculated are in the Plan of Allocation, which is available at www.StateAGProvigilSettlement.com.

HOW TO GET A PAYMENT

8. What Do I Need To Do To Get A Payment?

To be eligible to receive a payment if the Court approves the Settlement, you must complete and submit a valid Claim Form by _____, 201_. Claim Forms are available online at www.StateAGProvigilSettlement.com or you can obtain a copy by calling 1-8XX-XXX-XXXX. If you choose to submit your claim online, you must do so on or before _____, 201_. If you choose to submit a Claim Form by mail, it must be postmarked by _____, 201_, and mailed to:

State AG Provigil Settlement
c/o A.B. Data, Ltd.
P.O. Box 17XXXX
Milwaukee, WI 53217

9. What Happens If I Do Nothing?

If you do nothing, you won't get any money from this Settlement. But, unless you exclude yourself, you won't be able to start a lawsuit or be part of any other lawsuit against the Defendants for the claims being resolved by this Settlement, if you reside in the states of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota,

QUESTIONS? CALL 1-8XX-XXX-XXXX TOLL-FREE OR VISIT WWW.STATEAGPROVIGILSETTLEMENT.COM

Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming or in the District of Columbia.

If the Settlement becomes final, you will be releasing the Defendants from all the claims identified in Definitions Sections O & P of the Settlement Agreement. The Settlement Agreement is available at www.StateAGProvigilSettlement.com. The Settlement Agreement describes the released claims with specific descriptions, in accurate legal terminology, so read it carefully.

Note to Consumers: Nothing in the definition of the Released Claims (as provided for in the Claim Form) is intended to affect any consumer's right to participate in or receive monies from the currently pending class action entitled *Vista Healthplan, Inc., et al., v. Cephalon, Inc. et al.*, Civil No. 06-CV-01833.

EXCLUDING YOURSELF ("OPTING OUT" OF THE SETTLEMENT)

10. What If I Don't Want To Be In The Settlement?

If you decide to exclude yourself from the Settlement, you will be free to sue Defendants on your own for the claims being resolved by this Settlement. However, you will not receive any money from the Settlement. If you want to receive money from the Settlement, do not exclude yourself.

11. How Do I Exclude Myself From The Settlement?

You can exclude yourself from the Settlement by sending a written "Request to Opt Out" to the Claims Administrator so that it is received by _____, 2016. Your written request must include:

- Your name, address, telephone number, and the statement that you want to opt out of the Settlement;
- The case name and number: *State of New York, et al., v. Cephalon, Inc. et al.*, Civil No. 16-CV-XXXX; and

Requests to exclude yourself from the Settlement must be sent to the following address:

State AG Provigil Settlement
EXCLUSIONS
c/o A.B. Data, Ltd.
P.O. Box 17XXXX
Milwaukee, WI 53217

OBJECTING TO THE SETTLEMENT

12. May I Object To The Settlement?

Yes. If you are a resident of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, and you have not requested to exclude yourself from the Settlement, you may object to any aspect of the Settlement, the fairness or adequacy of the Settlement or the Plan of Allocation.

13. How Do I Object To The Settlement?

To object to the Settlement, you (or your lawyer if you have one) must file a written objection. This must be done on or before _____, 2016. Your written objection can include any supporting materials, papers, or briefs that you want the Court to consider. Your written objection must include:

- Your name, address, telephone number, and an explanation of your objection;

QUESTIONS? CALL 1-8XX-XXX-XXXX TOLL-FREE OR VISIT WWW.STATEAGPROVIGILSETTLEMENT.COM

- The case name and number: *State of New York, et al., v. Cephalon, Inc. et al.*, Civil No. 16-CV-XXXX ; and
- Documentation demonstrating that you are a resident of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, or Wyoming and/or this statement, followed by your signature: "I declare under penalty of perjury under the laws of the United States of America that [insert your name] is a a resident of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, or Wyoming."

Your objection must be received by _____, 201_, and mailed to the three addresses below.

Court	Counsel for the Plaintiff States	Defendants' Counsel
U.S. District Court Eastern District of Pennsylvania Clerk of the Court United States Courthouse _____ _____	Robert L. Hubbard Assistant Attorney General Division of Economic Justice, Antitrust Bureau Office of the New York State Attorney General 120 Broadway New York, NY 10271-0332 (212) 416-8267 Robert.Hubbard@ag.ny.gov http://www.ag.ny.gov/bureau/antitrust-bureau	Jay P. Lefkowitz, P.C. Kirkland & Ellis LLP 601 Lexington Avenue New York, New York 10022 (212) 446-4970 lefkowitz@kirkland.com <i>Counsel for Cephalon, Inc. and Teva Pharmaceuticals USA, Inc.</i>

Any lawyer representing an Eligible Consumer for the purpose of making objections must also file a Notice of Appearance with the Clerk of the Court no later than _____, 201_ (see Question ___).

14. What Is The Difference Between Objecting To The Settlement And Excluding Myself From The Settlement?

To object to the Settlement, you must be a resident of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, or Wyoming. An objection allows your views on the Settlement to be heard in Court. You will be bound by the terms and conditions of the Settlement if the Settlement is approved, even if the Court rules against your objection.

When you exclude yourself or opt out, you are no longer part of the Settlement. You will not be subject to the terms and conditions of the Settlement. You lose the right to object to the Settlement and you will not receive any payment from the Settlement. However, you keep your right to sue the Defendants for the same claims in another lawsuit.

15. Should I Get My Own Lawyer?

QUESTIONS? CALL 1-8XX-XXX-XXXX TOLL-FREE OR VISIT WWW.STATEAGPROVIGILSETTLEMENT.COM

You do not need to hire your own lawyer, but if you hire a lawyer to speak for you or appear in Court, your lawyer must file a Notice of Appearance (*see* Questions 13 & 18). If you hire your own lawyer, you will have to pay for that lawyer at your own expense.

THE FINAL APPROVAL HEARING

16. When And Where Will The Court Decide Whether To Approve The Settlement?

The Court will hold a Final Approval Hearing on _____, 201_, at **XX:00 a.m./p.m.**, at the United States District Court for the Eastern District of Pennsylvania, United States Courthouse, _____, Courtroom ___, _____, Pennsylvania XXXXX. The Court may reschedule the Final Approval Hearing without further written notice, so you should check www.StateAGProvigilSettlement.com or call 1-8XX-XXX-XXXX if you want to find out if the Final Approval Hearing has been rescheduled.

The purpose of the Final Approval Hearing is to:

- Decide if the Settlement is fair, reasonable, adequate and in the best interests of the individuals resident of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming, if it should be approved, and if a judgment should be entered;
- Consider the proposed Plan of Allocation;
- Consider all comments and objections; and
- Consider any other issues that the Court thinks are necessary.

17. Must I Attend The Final Approval Hearing?

No. Attendance is not required. Counsel for the Plaintiff States is prepared to answer questions on your behalf. Individuals who filed and served written objections may (but do not have to) appear at the Final Approval Hearing, in person or through an attorney hired at their own expense.

18. Can I Attend The Final Approval Hearing?

Yes, anyone can attend the Final Approval Hearing and watch. If you want to appear at the Final Approval Hearing and object, in person or through an attorney hired at your own expense, you need to mail a written Notice of Intent to Appear to the three addresses listed in Question 13 so that it is received by _____, 201_. The Notice of Intent to Appear must contain the following information:

- Your name, address, and telephone number and, if applicable, the name, address, and telephone number of the your attorney (who must file a Notice of Appearance);
- The objection, including any supporting papers; and
- The name and address of any witnesses to be presented at the Final Approval Hearing, together with a statement as to the matters on which they wish to testify and a summary of the proposed testimony.

GETTING MORE INFORMATION

19. Where Do I Get More Information?

This Notice summarizes the Settlement. Complete details are in the Settlement Agreement and the Plan of Allocation. You can get a copy of the Settlement Agreement and the Plan of Allocation at www.StateAGProvigilSettlement.com. You may also write to State AG Provigil Settlement, c/o A.B. Data, Ltd., P.O. Box 17XXXX, Milwaukee, WI 53217, or call the Claims Administrator at 1-8XX-XXX-XXXX.

QUESTIONS? CALL 1-8XX-XXX-XXXX TOLL-FREE OR VISIT WWW.STATEAGPROVIGILSETTLEMENT.COM

STATE AG PROVIGIL SETTLEMENT
CLAIMS ADMINISTRATOR
C/O A.B. DATA, LTD.
PO BOX 17XXXX
MILWAUKEE, WI 53217

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID

PERMIT NO. _____

**COURT-APPROVED NOTICE REGARDING
*STATE ATTORNEYS GENERAL PROVIGIL SETTLEMENT***

DATED MATERIAL – OPEN IMMEDIATELY

Exhibit Q:
Summary Notice

If You Paid for Provigil[®] or Generic Versions of Provigil[®] (Modafinil)

You Could Get Money from a State Attorney General Settlement

A proposed Settlement has been reached in a lawsuit regarding the price that individuals in 48 states and the District of Columbia paid for Provigil[®] and generic versions of Provigil[®]. The lawsuit asserts that Defendants Cephalon, Inc., Teva Pharmaceutical Industries, Ltd., Teva Pharmaceuticals USA, Inc., and Barr Pharmaceuticals, Inc., (all collectively, "Defendants") violated antitrust laws relating to the sale of the prescription pharmaceutical Provigil[®]. All Defendants have denied any wrongdoing. Provigil (modafinil) is used to treat excessive sleepiness caused by sleep apnea, narcolepsy, or shift work sleep disorder.

If you purchased Provigil[®] and/or modafinil between June 24, 2006 and March 31, 2012, you may be entitled to a payment from the Settlement Fund. If you purchased Provigil[®] and/or modafinil through July 28, 2016, your rights will be affected, whether you act or don't act.

No question is raised about the safety or effectiveness of Provigil[®] or modafinil.

Who is eligible to make a claim?

You are eligible to make a claim if you fit the definition below:

- Purchased and/or paid for Provigil[®] or generic versions of Provigil[®] (modafinil), including co-pays and co-insurance,
- Purchased between June 24, 2006 and March 31, 2012,
- In Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming or entities throughout the United States and the District of Columbia,
- For consumption by yourself or a family member.

Specifically, you purchased and/or paid for Provigil[®] or generic versions of Provigil[®] if you were:

- (a) An uninsured consumer who paid all of the purchase price of the prescription; or
- (b) An insured consumer who made a co-payment or other partial out-of-pocket payment, or paid the entire cost because you had not met a deductible amount under your health plan.

What do the settlements provide?

The Defendants will pay a total of \$35 million into a Settlement Fund to settle all claims in the lawsuit brought on behalf of consumers.

The Settlement Fund will be distributed *pro rata* to consumers who file a valid Claim Form. The amount of money you are eligible to receive will depend on how much you (and other consumers) paid for Provigil[®] or modafinil.

How do I get a payment?

You must submit a Claim Form by [insert filing deadline] to be eligible for a payment. The Claim Form, and instructions on how to submit it, are available at www.StateAGProvigilSettlement.com or by calling 1-____-____-____.

What are my other rights?

If you purchased Provigil® and/or modafinil through July 28, 2016, and you do nothing, your rights will be affected. If you do not want to be legally bound by the Settlement, you must exclude yourself. The deadline to exclude yourself is [insert date]. If you do not exclude yourself, you will not be able to sue the Defendants for any claim relating to the lawsuit. If you stay in the Settlements, you may file an objection to the Settlements by [insert date]. The Court will hold a hearing on [insert date and time] to consider whether to approve the Settlement, the proposed Plan of Allocation and any other issues the Court thinks are necessary. You can appear at the hearing, but you don't have to. You can hire an attorney, at your own expense, to appear or speak for you at the hearing.

For more information and/or to obtain a claim form:

Visit www.StateAGProvigilSettlement.com or call 1-____-____-____.

Exhibit 2:
Curriculum Vitae of
Linda V. Young

LINDA V. YOUNG

414-961-6455 • Linda.Young@abdata.com

EXPERIENCE

A.B. Data, Ltd., Milwaukee, WI

2013-Present

Vice President, Media

Lead the A.B. Data Class Action Administration media team in research, development, and implementation of media notice plans for settlements and other class action administrations. Cases include the following:

Antitrust Settlements Notice Programs: *In re Polyurethane Foam Antitrust Litigation*, MDL Docket No. 2196 (United States District Court, Northern District of Ohio); *In re Medco Health Solutions, Inc., Pharmacy Benefits Management Litigation*, MDL No. 1508, United States District Court, Southern District of New York; *In re Warfarin Sodium Antitrust Litigation*, MDL No. 98-1232 (SLR), United States District Court, District of Delaware; *Blevins v. Wyeth-Ayerst Laboratories, Inc. and American Home Products Corp.*, Case No. 324380, Superior Court of California for the County of San Francisco; *In re: Terazosin Hydrochloride Antitrust Litigation*, 99-MDL-1317, United States District Court, Southern District of Florida; *In re: Cardizem CD Antitrust Litigation*, 99-MD-1278, United States District Court, Eastern District of Michigan; *In re High Pressure Laminate Antitrust Litigation*, Civil Action No. 00C-1989 and Related Cases, Second Circuit Court for Davidson County, Tennessee, 20th Judicial District at Nashville; *In re: Pennsylvania Baycol Third-Party Payor Litigation*, September Term, 2001, Case No. 001874, Court of Common Pleas, Philadelphia County, South Carolina; *In re: Remeron Antitrust Litigation*, 03-CV-00085, United States District Court, District of New Jersey; *In Re Remeron Direct Purchaser Antitrust Litigation*, Master Docket No. 03-CV-0085, (FSH), United States District Court, District of New Jersey; *In re: Relafen Antitrust Litigation*, 01-12239-WGY, United States District Court, District of Massachusetts; *In re: Buspirone Antitrust*, 01-MD-01413, United States District Court, Southern District of New York; *Rosemarie Ryan House, et al. v. GlaxoSmithKline PLC and SmithKline Beecham Corporation*, Docket No. 2:02cv442, United States District Court, Eastern District of Virginia; *Cipro Cases I and II*, Judicial Council Coordination Proceedings Nos. 4154 and 4220, Superior Court of the State of California, County of San Diego; *In Re: Potash Antitrust Litigation (II)*, Case No. 1:08-CV-6910, in the United States District Court for the Northern District of Illinois; *In re: Optiver Commodities Litigation*, Case No. 1:08-cv-06842-LAP, United States District Court, Southern District of New York; *In re: Rough Rice Commodity Litigation*, Case No. 11-cv-00618, United States District Court, Northern District of Illinois; *In re: Platinum and Palladium Commodities Litigation (Platinum/Palladium Futures Action)*, 10-cv-3617 (WHP) (“Futures Action”), United States District Court, Southern District of New

York; and *In re: Platinum and Palladium Commodities Litigation (Platinum/Palladium Physical Action)*, 10-cv-3617 (WHP) (“Physical Action”), United States District Court, Southern District of New York; *Kamakahi and Levy v. American Society for Reproductive Medicine and Society for Assisted Reproductive Technology*, Case No. 3:11-CV-1781 JCS, United States District Court, Northern District of California; and

Securities Settlements Notice Programs: *In re Berkshire Realty Company, Inc. Shareholder Litigation*, C.A. No. 17242, Court of Chancery for the State of Delaware in and for New Castle County; *Lipson v. Simon et al.*, CV 98 4573 (TCP), United States District Court, Eastern District of New York; *In re: Service Corporation International*, Civil Action H-99-280, United States District Court, Southern District of Texas; *Hicks v. Morgan Stanley & Co.*, 01 Civ. 10071 (RJH), United States District Court, Southern District of New York; *High Tide Harry's, Inc. v. Waste Management Inc. of Florida*, 05-CA-009441, 9th Judicial Circuit, State of Florida; *In re: Campbell Soup Co. Securities Litigation*, 00-152-JEI, United States District Court, District of New Jersey; *Abrams v. Van Kampen Funds, Inc.*, 01-C-7538, United States District Court, Northern District of Illinois; *In re Seitel, Inc. Securities Litigation*, Civil Action No. 02-1566, United States District Court, Southern District of Texas; *Stevelman v. Alias Research, Inc.*, 591-CV-00682 (EBB), United States District Court, District of Connecticut; *In re Phoenix Leasing Limited Partnership Litigation*, Case No. 173739, Superior Court of the State of California, County of Marin; *In re: Nuko Information Systems, Inc.*, C-97-20471 EAI, United States District Court, Northern District of California; *In re PriceSmart Securities Litigation*, Master File No. 03-Cv-2260-JAH – (BLM), United States District Court, Southern District of California; *In Re: General Electric Co. Securities Litigation*, Civ. No. 09-CIV-1951 (DLC) ECF CASE, United States District Court, Southern District of New York; *In Re: PAR Pharmaceutical Securities Litigation*, Master File No. 2:06-03226 (ES) (SCM), United States District Court, District of New Jersey; *In Re: ING Groep, N.V. ERISA Litigation*, Master File No. 1:09-CV-00400-JEC, United States District Court, Northern District of Georgia; *In Re: Fannie Mae 2008 Securities Litigation*, Case No. 08-CV-7831, United States District Court, Southern District of New York; *In Re: Massey Energy Co. Securities Litigation*, Civil Action No. 5:10-cv-00689-ICB, United States District Court, Southern District of West Virginia; *In re 2014 Avon Products, Inc. ERISA Litigation*, United States District Court, Southern District of New York; *In re BioScrip, Inc. Securities Litigation*, Civil Action No. 13-cv-6922-AJN, United States District Court, Southern District of New York; *In re BP plc Securities Litigation*, No. 4:10-md-02185, United States District Court, Southern District of Texas; *The Department of the Treasury of the State of New Jersey and Its Division of Investment v. Cliffs Natural Resources Inc. et al.*, Case No. 1:14-cv-1031, United States District Court, Northern District of Ohio; *Laydon v. Mizuho Bank, Ltd., et al.*, No. 12-cv-3419 (GBD) and *Sonterra Capital Master Fund Ltd., et al. v. UBS AG, et al.*, No. 15-cv-5844 (GBD), United States District Court, Southern District of New York; *In re Eastman Kodak ERISA Litigation*, Master File No. 6:12-CV-06051-DGL, United States District Court, Western District of New York; *In re NII Holdings, Inc. Securities Litigation*, Civ. No. 1:14-cv-00227-LMB-JFA, United States District

Court, Eastern District of Virginia; *In re Nu Skin Enterprises, Inc., Securities Litigation*, Master File No. 2:14-cv-00033-JNP-BCW, United States District Court, District of Utah; *Första AP-Fonden and Danske Invest Management A/S v. St. Jude Medical, Inc. et al.*, Civil No. 12-3070 (JNE/HB), United States District Court, District of Minnesota; *In re TIBCO Software Inc. Stockholders Litigation*, Consolidated C.A. No. 10319-CB, Court of Chancery, State of Delaware; and

Consumer Settlements Notice Programs: *Picant v. Premier Cruise Lines*, 96-06932-CA-FN, 18th Judicial Circuit, State of Florida; *McParland and Picking v. Keystone Health Plan Central, Inc.*, Civil Action No. 98-SU-00770-01, Court of Common Pleas, York County, Pennsylvania; *Smith v. American Family Mutual Automobile Insurance Co.*, No. 00-CV-211554, Circuit Court of Jackson County, Missouri; *Duncan v. The Unity Life and Accident Insurance Association, et al.*, Civil Action No. 00-CIV-7621, United States District Court, Southern District of New York; *Duncan v. Columbian Protective Association of Binghamton, New York, and Columbian Mutual Life Insurance Company*, Case No. 00 CIV. 7236 (JGK), United States District Court, Southern District of New York; *Watkins, as Executrix of the Estate of Hines, and as Beneficiary of the Adult Whole Life Industrial Policy of Hines, v. Columbian Mutual Life Insurance Company, a Subsidiary of Columbian Financial Group, and Golden Eagle Mutual Life Insurance Corporation*, Case No. 03 CIV. 8620 (JGK), United States District Court, Southern District of New York; *In Re: Benzion v. Vivint, Inc.*, Case No. 12-cv-61826-WJZ, United States District Court, Southern District of Florida; *In Re: ADT Security Services, Inc.*, Case No. 1:11-cv-1925, United States District Court, Northeastern District of Illinois; *The State of Illinois v. Au Optronics Corporation et al.*, No. 10 CH 34472, Circuit Court of Cook County, Illinois; *State of Washington v. AU Optronics Corporation, et al.*, No. 10-2-29164-4 SEA, King County Superior Court, Washington; *Mey vs. Interstate National Dealer Services, Inc. et al.*, Case No. 1:14-cv-01846-ELR, United States District Court, Northern District of Georgia; *Estakhrian et al. v. Obenstine, et al.*, Case No. CV11-3480-FMO (CWx), Nevada District Court; *Krakauer v. DISH Network, L.L.C.*, Civil Action No. 14-cv-333, United States District Court, Middle District of North Carolina; *Lofton v. Verizon Wireless (VAW) LLC*, No. 13-cv-05665-YGR, United States District Court, Northern District of California; *Lyons, et al., v. Litton Loan Servicing, LP, et al.*, Case No. 13-cv-00513, United States District Court, Southern District of New York; *Katz et al. v. Live Nation, Inc. et al.*, Civil Action No. 1:09-cv-003740-MLC-DEA, United States District Court, District of New Jersey; and *Bergman et al. v. DAP Products Inc. et al.*, Case No. 14-cv-03205-RDB, United States District Court, District of Maryland.

Mile Marker Zero, LLC, Greenville, SC

2000-2012

Principal

Directed the development of marketing and advertising plans for national and local clients, including the following:

- **Complete Claim Solutions, Inc.**

- Developed media recommendations and implemented newspaper, magazine, and press release notice programs with budgets ranging from \$500 to as high as \$2 million for third-party-payor settlements, including settlements regarding Terazosin Hydrochloride (Hytrin), Coumadin-Warfarin, Augmentin, Cardizem, Remeron, Relafen, Buspar, and Taxol.
- Developed and implemented media plans for securities settlements in cases involving such firms as Morgan Stanley, First Central Financial, Waste Management, Campbell Soup, Van Kampen, Alias Research, and Nuko Information Systems. Some plans included running newspaper ads in more than 50 city newspapers over a single two-week period.
- Developed media recommendations and implemented newspaper and magazine advertising campaigns on both regional and national levels for consumer and insurance settlements in cases involving such firms as Premier Cruise Lines and Unity Life Insurance Company.

Mile Marker Zero worked with Complete Claim Solutions, Inc., for six years as its sole media planning and buying partner. Mile Marker Zero developed and implemented national and international print and earned media notice programs to support the notification of consumers and third-party payors in cases such as the following:

- | | | |
|-------------------------------------|---------------------------|---------------------------------------------------|
| • Coumadin- Warfarin | • Taxol | • Van Kampen |
| • Hytrin | • Waste Management | • Unity Life Insurance Co. |
| • Cardizem | • Campbell Soup | • Premier Cruise Lines |
| • Buspar | • Alias Research | • MedCo |
| • Nuko | • Augmentin | • Berkshire Realty |
| • Columbian Mutual Life | • Keystone Health Plan | • Platinol |
| • Freeport-McMoRan Sulphur, Inc. | • Seitel, Inc. Securities | • Transaction System Architects |
| • Relafen | • 3M-Scotch | • Eaton Vance Corp. |
| • Remeron | • Baycol | • Cipro |
| • Service Corporation International | • SmartForce, PLC | • American Family Mutual Automobile Insurance Co. |
| • Premarin | • PriceSmart | • Morgan Stanley |

- **The Arthritis Foundation** – the largest U.S. not-for-profit organization that supports research regarding more than 100 types of arthritis and related conditions.
 - Wrote and produced national sponsorship programs to generate financial support for the Foundation.
 - Wrote and produced collateral materials to support national Foundation events such as *Joints in Motion* and the *Arthritis Walk*.
- **Papa Murphy’s Pizza** – the fifth-largest pizza chain in the U.S., with over 1,000 units in the U.S. and Canada.
 - Developed and implemented grand opening advertising plans for more than 50 stores in 40 cities.

- Utilized direct mail, local newspapers, outdoor/billboard advertising, and local radio to promote grand opening activities.
- **FIERO** (Fire Industry Equipment Research Organization) – national fire services association.
 - Developed collateral material and advertising campaign to generate awareness of association and to announce its annual symposium on fire station design and safety. Symposium exceeded FIERO goals by hosting more than 500 fire-fighting support personnel. FIERO also saw a 25% increase in membership during this period.
- **TeamPoint Systems, Inc.** – a global software company with over 20,000 users.
 - Directed graphic design, writing, and development of company website, www.teampointsystems.com, which received over 8,000 visits monthly.
 - Produced brochures, signage, and promotional materials for attendance at the national SITEK convention.
 - Interviewed TeamPoint customers and wrote case studies about their successful use of TeamPoint's products. After putting the case studies on the website, visit time lengthened from an average of three minutes to more than eight minutes per visit. Sales also increased by 45% and have risen steadily.

Denny's Corporation, Spartanburg, SC

1996-2000

Senior National Advertising Manager

- Partnered with Brand Marketing Director of major worldwide restaurant chain in the development of new product promotions and determined all marketing materials needed to support business initiatives and ensure message consistency; directed five national U.S. advertising agencies and one Canadian agency in development and implementation of advertising and media strategies, objectives, and tactics. Ensured that all advertising reinforced brand positioning and marketing mission.

The Coca-Cola Company, Atlanta, GA

1994-1996

Advertising Services Manager

- Presented and reinforced general market, African-American, and Hispanic brand strategies, objectives, and positioning for both carbonated soft drinks and noncarbonated beverages to company's bottler system and local agencies; developed local vendor promotions with bottlers and agencies that strengthened brand positioning and increased case volume, including development of POP materials, merchandising displays, and broadcast creative advertising.

McCann Erickson, Atlanta, GA

1986-1994

Media Supervisor

- Supervised six advertising professionals in media planning and buying for travel, B2B, consumer retail, and consumer packaged goods accounts.

EDUCATION

- Bachelor of Business Administration, University of North Dakota.

Exhibit 3:
A.B. Data, Ltd.,
Notice Program Experience

1. A.B. Data served as one of the principal Notice Administrators in *In re Holocaust Victim Assets Litigation*, United States District Court, Eastern District of New York, Case No. CV-96-4849, Phase I and Phase III (“HVAP”), with a settlement amount of \$1.2 billion. A.B. Data designed, analyzed, and implemented notice, document management systems and/or claims administration, and processing in the matter. As a court-appointed Notice Administrator, A.B. Data played a key role in the worldwide Phase I Notice that resulted in collection of more than 500,000 initial questionnaires. In Phase III, A.B. Data delivered notice to over 10,000 Jewish communities in 109 countries and administered international help and call centers. In Phase I and Phase III, A.B. Data’s staff personally assisted more than 100,000 potential claimants with completion of the initial questionnaires and claim forms. A.B. Data was in charge of the claims-management process and the submission of all claims.

2. In addition, A.B. Data created and implemented a class-appropriate notice targeting Romanians (Gypsies) in 48 countries and directed hundreds of staff members to communicate orally and directly with Romani communities and individuals. A.B. Data notified more than 2 million people, and as designated by the International Organization for Migration (“IOM”), directly assisted more than 22,000 Romanians in 17 countries of central and eastern Europe with claim completion. A.B. Data was in charge of managing the claims for submission for the Special Master in Geneva, Switzerland.

3. In the German Forced Labour Compensation Program (“GFLCP”), as designated by the Special Master, IOM, A.B. Data located more than 43,000 Romani survivors in 17 countries of central and eastern Europe who were potentially eligible for humanitarian aid. A.B. Data created a comprehensive database for GFLCP/HVAP and directly assisted more than

11,000 Romanies in eight European countries with claim completion. A.B. Data was in charge of managing the claims for submission for the Special Master in Geneva, Switzerland.

4. The International Commission on Holocaust Era Insurance Claims (“ICHEIC”) assigned A.B. Data to conduct a domestic and worldwide outreach program resulting in over 72,000 claims. A.B. Data launched and coordinated international help, call, and mail-distribution centers, provided directed assistance with claim completion, and consulted to ICHEIC in various areas, including multilingual data and database management, postal issues, and historical and geographic matters that directly influenced the eligibility criteria.

5. More recently, in February 2011, A.B. Data was appointed the Administrative Director of Project HEART (Holocaust Era Asset Restitution Taskforce) to spearhead all efforts to provide the essential tools, strategy, and information designed ultimately to enable the Government of Israel and its partners to secure a measure of justice for eligible Jewish victims and their heirs.

6. Since February 2011, Project HEART has become one of the most comprehensive multilingual notice campaigns ever designed, implemented, and undertaken, covering 137 countries and including the use of paid media, earned media, direct-mail notice, Internet notice, organizational outreach, and targeted outreach, as well as a video message displayed every half hour on an electronic billboard over Times Square in New York.

7. As part of its efforts, A.B. Data launched a multilingual, interactive website with several million hits since April 2011, established a 24-hour call center using 13 languages, distributed more than 500,000 documents to potentially eligible families of Holocaust victims, handled over 80,000 calls, conducted archival research, and created the most comprehensive online repository in history, listing more than 1.5 million looted Holocaust-era properties. In

addition, A.B. Data reached out to over 15,000 nongovernmental organizations that were engaged in the project, assisted thousands of Holocaust victims and their heirs with their claims, established an active social-media campaign, held numerous news conferences, participated in dozens of radio programs, and processed tens of thousands of claims.

8. Additional high-profile cases in which A.B. Data has effectuated successful notice campaigns include: the following: *Wyatt v. El Paso Corporation* (\$285-million settlement); *In re Massey Energy Co. Securities Litigation* (\$265-million settlement); *In re Fannie Mae 2008 Securities Litigation* (\$170-million settlement); *In re Symbol Technologies, Inc. Securities Litigation* (\$139-million settlement); *In re Lernout & Hauspie Securities Litigation* (\$120.5-million settlement); *In re Lehman Brothers Equity/Debt Securities Litigation* (\$120-million settlement); *Perez v. Rent-A-Center, Inc.* (\$109-million settlement); *In re Reliant Securities Litigation* (\$75-million settlement); *In re Ready-Mixed Concrete Antitrust Litigation* (\$50-million settlement); *In re General Electric Company Securities Litigation* (\$40-million settlement); *In re Marsh ERISA Litigation* (\$35-million settlement); *Carlson v. State of Alaska, Commercial Fisheries Entry Commission* (\$33.5-million settlement); and *In re Marine Hose Antitrust Litigation* (\$21.7-million settlement).

9. A.B. Data has further orchestrated dozens of other notice programs, all of which were court-approved, including but not limited to *Bauman v. Superior Financial Corporation*, Civ. Action No. 4-01-CV-00756 GH, United States District Court, Eastern District of Arkansas, Western Division; *In re Visionamerica, Inc. Securities Litigation*, Master File No. 3-00-0279, United States District Court, Middle District of Tennessee, Nashville Division; *In re Andrx Corporation, Inc. & Taztia XT Securities Litigation*, Case No. 02-60410-CIV-UNGARO-BENAGES, United States District Court, Southern District of Florida; *In re Supervalu, Inc.*

Securities Litigation, Civil Action No. 02-CV-1738 (JNE/JGL), United States District Court, District of Minnesota; *Stockholders v. Rayovac Corporation*, Civil Action No. 02-cv-0308, United States District Court, Western District of Wisconsin; *In re: Tyson Foods, Inc. Securities Litigation*, Civil Action No. 01-425-SLR, United States District Court, District of Delaware; *Rupp v. Thompson*, File No. C5-03-347, State of Minnesota District Court, County of Lyon, Fifth Judicial District; *In re Pacific Gateway, Inc., Securities Litigation*, Master File No. C-00-1211-PJH, United States District Court, Northern District of California; *In re: Nx Networks Securities Litigation*, Case No. 00-CV-11850 (JLT), United States District Court, District of Massachusetts; *In re International Business Machines Corp. Securities Litigation*, Civ. No. 1:05-cv-6279-AKH, United States District Court, Southern District of New York; *In re Viisage Technology, Inc. Securities Litigation*, Civil Action No. 05-cv-10438-MLW, United States District Court, District of Massachusetts; *Adams v. Crown Auto Dealerships, Inc.*, Case No. 8:04-CV-0323-T-27-MSS, United States District Court, Middle District of Florida, Tampa Division; *Martin v. Foster Wheeler Energy Corporation*, Civil Action No. 3:06-CV-0878, United States District Court, Middle District of Pennsylvania; *In re Bisys Securities Litigation*, Civil Action No. 04-CV-3840 (JSR), United States District Court, Southern District of New York; *In re Motive, Inc. Securities Litigation*, Civil Action No. A-05-CV-923-LY and *Adair v. Motive*, Case No. A-06-CA-017-LY, United States District Court, Western District of Texas; *In re Reliant Securities Litigation*, Civil Action No. H-02-1810 (Consolidated), United States District Court, Southern District of Texas, Houston Division; *In re Renaissance Re Holdings Ltd. Securities Litigation*, Master File No. 1:05-CV-06764-WHP, United States District Court, Southern District of New York; *In re Suprema Specialties Securities Litigation*, Master File No. 02-168 (WHW), United States District Court, District of New Jersey; *In re: CP Ships Ltd. Securities Litigation*, Case No. 8:05-

MD-1656-T-27 TBM, United States District Court, Middle District of Florida; *Mantzouris v. Scarritt Motor Group*, Case No. 8:03-CV-0015-T-30-MSS, United States District Court, Middle District of Florida; *Croxall v. Courtesy Group*, Case No. 03-6201, Circuit Court for the Thirteenth Judicial Circuit in and for Hillsborough County, Florida, Civil Division; *Cotton v. Ferman Management Services Corporation et al.*, Case No. 02-08115, Circuit Court for the Thirteenth Judicial Circuit, Hillsborough County, Florida, Civil Division; *FW Transportation, Inc. v. Associates Commercial Corporation*, Case No. C200000084, District Court of Johnson County, Texas, 18th Judicial District; *Hess v. Oriole Homes Corporation*, Case No. CA 02-13794-AA, Circuit Court of the Fifteenth Judicial Circuit, Palm Beach County, Florida; *Alakayak v. All Alaskan Seafoods, Inc.*, Case No. 3AN-95-4676 CIV, Superior Court of the State of Alaska, Third Judicial District at Anchorage; *Family Open MRI, Incorporated, as Assignee of Martha Pulido v. Direct General Insurance Company*, Civ. Action No. 03-4175, Div. G, Tampa, Hillsborough County, Florida; *Hill v. American Medical Security Life Insurance Company and Taxpayers Network, Inc.*, Civ. Action No. W-06 CA 322, United States District Court, Western District of Texas; *Parker v. American Medical Security Group and United Wisconsin Life Insurance Company*, No. 04-1-1980-42, Superior Court of Cobb County, State of Georgia; *Fray-Witzer v. Metropolitan Antiques, LLC*, Civil Action No. 02-5827, Superior Court Department of the Trial Court, Suffolk Division, Business Litigation Session; *In re Vonage Initial Public Offering (IPO) Securities Litigation*, Docket No. 07-CV-177 (FLW/LHG), United States District Court, District of New Jersey; *Yingling v. eBay, Inc.*, No. C-09-01733 JW (PVT), United States District Court, Northern District of California; *In re Enterprise Wage and Hour Employment Practices Litigation*, MDL No. 2056, United States District Court, Western District of Pennsylvania; *Milford & Ford Associates, Inc. v. Cell-Tek, LLC*, C.A. No. 1:09-CV-11261-

DPW, United States District Court, District of Massachusetts; *Sokoloski v. Stewart Title Guaranty Company*, Case No. 3:08 cv 236 (AWT), United States District Court, District of Connecticut; *In re RBC Dain Rauscher Overtime Litigation*, Master File: 06-03093 JRT-FLN, United States Court, District of Minnesota; *Fray-Witzer v. Olde Stone Land Survey Company*, C.A. No. 2008-04175, Commonwealth of Massachusetts, Superior Court; *Black v. Metso et al.*, 3:05-CV-1951, United States District Court, Middle District of Pennsylvania; *Ramirez v. Greenpoint Mortgage Funding, Inc.*, Case No. 08-CV-00369 TEH, United States District Court, Northern District of California; *Pereira v. Footlocker, Inc.*, Civil Action No. 07-CV-2157-JCJ, United States District Court, Eastern District of Pennsylvania; *Valuepoint Partners, Inc. v. ICN Pharmaceuticals, Inc.*, Case No. SACV 03-989 DOC (ANx), United States District Court, Central District of California; *Overby v. Tyco International Ltd.*, Case No. 02-CV-1357-B, United States District Court, District of New Hampshire; *In re Take-Two Interactive Securities Litigation*, No. 1:06-cv-00803-RJS, United States District Court, Southern District of New York; *Mayer v. Administrative Committee of the Smurfit-Stone Container Corporation Retirement Plans*, Case No. 1:09-cv-02984, United States District Court, Northern District of Illinois; *D. Michael Collins and Milford & Ford Associates, Inc. v. ACS, Inc.*, Civil Action No. 1:10-CV-11912-RGS, United States District Court, District of Massachusetts; and *Matthew Benzion and Theodore Glaser v. Vivint, Inc.*, Case No. 12-cv-61826-WJZ, United States District Court, Southern District of Florida.

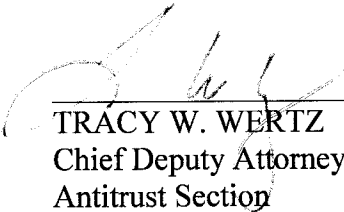
10. A.B. Data and its staff have developed and implemented notice plans in numerous antitrust cases, including *In re: Marine Hose Antitrust Litigation*, 08-MDL-1888, United States District Court, Southern District of Florida; *Ace Marine Rigging v. Virginia Harbor Services, Inc.*, SA-CV-11-00436, United States District Court, Central District of California; *In re: Iowa*

Ready-Mix Concrete Antitrust Litigation, 5:10-CV-004038-MWB, United States District Court, Northern District of Iowa; *In re Ready-Mixed Concrete Antitrust Litigation*, Case No. 1:05-cv-00979-SEB-JMS, United States District Court, Southern District of Indiana; *In re Potash Antitrust Litigation (II)*, Case No. 1:08-CV-6910, United States District Court, Northern District of Illinois; and *In re LIBOR-Based Financial Instruments Antitrust Litigation*, 11 MDL 2262 (NRB), United States District Court, Southern District of New York (Exchange-Based Action).

CERTIFICATE OF SERVICE

I hereby certify that on August 4, 2016, I had the foregoing documents filed with the Court, which will make them available for viewing and downloading from the CM/ECF system. I further certify that on August 4, 2016, I caused a copy of the forgoing documents to be served on the defendants in this matter by electronic mail to the counsel listed below:

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