

Irritable Bowel Syndrome (IBS) Campaign

WITH

CYBILL SHEPERD

BROADCAST AND PRINT

- ❖ Full-length features with devoted discussion to the effects of IBS and the benefits of Zelnorm:
 - Tony Danza Show
 - The Jane Pauly Show
 - CBS News
 - The Boston Globe
 - The Chicago Sun-Times

FM Radio Morning Drive

❖ Los Angeles

❖ Atlanta

❖ Dallas

❖ Boston

❖ Philadelphia

❖ Chicago

❖ Miami

❖ Detroit

❖ Houston

❖ Palm Springs

PROGRAM IMPACT

The Miami Herald

abc RADIO NETWORKS

THE NATIONAL
ENQUIRER

CHICAGO SUN-TIMES



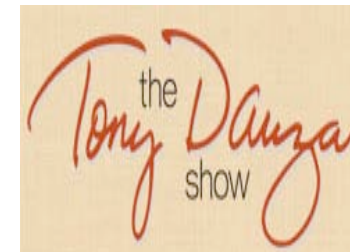
The Boston Globe

Detroit Free Press



Lifetime
RADIO™

DIGESTIVE
HEALTH & NUTRITION
IBS • IBD • heartburn • lactose intolerance • other GI conditions



SUCCESS METRICS

- ❖ National media was responsive to difficult subject matter for mainstream appearances.
- ❖ Cybill became face for the average sufferer and media responded with messages that continue to rid the stigma of IBS.
- ❖ Media continues to pro-actively seek Cybill as true spokesperson for IBS. Brand awareness was present in 90% of overall media.