



From: Catherine Collier [CCollier@cooneywaters.com]
Sent: Wednesday, January 10, 2007 6:59 PM
To: Castagno, Paula
Cc: Beckhardt, Stacey
Subject: Radio Media Tour Update

Attachments: Dr. Peppin RMT Usage Report from RCM - FINAL 1.10.07.xls
Hi Paula,

Attached please find full usage report for the radio media tour. The final audience numbers were over 3.5 million!

Again, plan to highlight in next week's FAST meeting slides as well but briefly (if you want to send to your team):

The December radio media tour with Dr. John Peppin, from the Iowa Pain Management Clinic, highlighted data presented in the December issue of the CMRO journal. The study showed that *FENTORA* may be effective in treating breakthrough pain in patients experiencing chronic low back pain who are opioid tolerant. In addition to several local radio stations, the interviews were also picked up by national and syndicated morning radio shows. Overall the audience reach was over 3.5 million.

If you would like more information, please let me know.

Best,

Catherine

