Pain Franchise Public Relations 2006 Budget Supplement October 12, 2006

The Cooney/Waters Group, Inc. works on a time-as-used basis. Out-of-pocket expenses are billed at cost. All budgets are subject to a + or - 10% variance. In no case will an estimate be exceeded without prior approval from the client. Revised budgets will be submitted should any change in project specifications impact original statements.

BUDGET SUMMARY

	CWG FEE	CWG Out of Pocket	Chephalon Out of Pocket	TOTAL
Media Relations: Strategy, Preparation, Active Pitching				225,000.00
Advocacy Group Relations/Contributions				225,000.00
Breakthrough Pain Awareness Campaign				525,000.00
Media Training (3 internal spokespersons)				25,000.00
			GRAND TOTAL	1,000,000.00

DETAILED BUDGET

	CWG FEE	CWG Out of Pocket	Chephalon Out of Pocket	TOTAL
Media Relations: Strategy, Preparation, Active Pitching				225,000.00
a) Build visibility for patient / human interest stories: Enhance ongoing media outreach with expanded pitch activity to a variety of long-lead consumer outlets	45,000.00	7,500.00	2,500.00	55,000.00
b) Optimize use of medical meetings as platforms for outreach 1. ASRA - Press release on low back pain at time of meeting - Radio Media Tour with Portenoy at time of publication - Media training	45,000.00	13,500.00	1,500.00	60,000.00
AAPM&R Targeted pitches – "Back to Work": Develop patient stories highlighting impact of chronic pain / BTP on lost productivity Continued pitching with additional safety information	55,000.00	3,500.00	1,500.00	60,000.00
3. AAPM - Develop positioning / comprehensive strategy for 2007 outreach on neuropathic pain data, including patient and investigator identification and preparation of b-roll - Identify new "angles" to sell LBP and cancer pain building "more uses" story	45,000.00	2,500.00	2,500.00	50,000.00



PLAINTIFFS TRIAL EXHIBIT
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	CWG FEE	CWG Out of Pocket	Chephalon Out of Pocket	TOTAL
Advocacy Group Relations/Contributions				225,000.00
a) Corporate Contributions				
1. AACPI-conference support			10,000.00	10,000.00
2. ACPA- general support			10,000.00	10,000.00
3. NPF- West Coast Triumph Dinner			25,000.00	25,000.00
b) Unrestricted Educational Grants 1. ACPA / APF - Targeting Older Adults with Chronic Pain: Provide support to two patient organizations for collaborative presence at AARP health care conference (AARP's Life @ 50+ National Event + Expo). Funding supports attendance, exhibit booth space, and dissemination of patient education materials in welcome packets (e.g., ACPA BTP Brochure; APF revised TARGET Chronic Pain Materials)			25,000.00	25,000.00
APF Support reproduction and broad distribution of revised TARGET			75,000.00	75,000.00
Chronic Pain materials - Industry roundtable			10,000.00	10,000.00
3. CancerCare			10,000.00	10,000.00
 Resources to broaden dissemination of revised CancerCare Connect pamphlet on cancer pain to NCI designated cancer centers and top 25 pain centers 			70,000.00	70,000.00
	CWG FEE	CWG Out of Pocket	Chephalon Out of Pocket	TOTAL
Breakthrough Pain Awareness Campaign				525,500.00
AAPM Support for telebriefing to preview major news to be presented at annual meeting			40,000.00	40,000.00
5. NPF- "Life Interrupted": Stories of triumph over BTP, a web-based communication tool featuring personal accounts			30,000.00	30,000.00
c) Relationship Building 1. Research and consult with advocacy groups with which to partner and develop program ideas. Includes travel costs to Frazer or third-party meetings / roundtables	35,000.00	4,500.00	15,500.00	55,000.00

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d) Collaboration with Oncology Franchise 1. Facilitate consistency of messages about FENTORA and BTP in PR activities undertaken by the Oncology Business Unit	20,000.00	2,500.00	2,500.00	25,000.00
 a) National 1. Fully develop strategic goals and expectations for campaign 2. Identify and sign contract with celebrity 3. Develop tactical plan and timeline for media roll-out 4. Handle contractual and other arrangements in preparation for early 2007 events 	200,000.00	65,000.00		265,000.00
b) Local 1. Develop comprehensive tactical plan and timeline for early 2007 activities - Identify specific opportunities for local activities, considering medical meeting sites, key pain center locales, and the like - Evaluate and incorporate best practices of similar campaign - Establish criteria for determining what tactical elements should be used in each market	40,000.00	10,500.00	10,000.00	60,500.00
2. Evaluate opportunities to build on AAPM&R media outreach on impact of LBP / BTP on productivity and functionality at work - Investigate possibilities for program(s) for employers in professions where LBP is a common employee complaint - Develop tactical plan for 2007 implementation to enhance employer and employee awareness of BTP for those in professions with high rates of chronic pain; highlight patient angle and incorporate media outreach	50,000.00			50,000.00

	CWG FEE	CWG Out of Pocket	Chephalon Out of Pocket	TOTAL
Media Training (3 internal spokespersons)		11 (12)		25,000.00
2 days media training for three Cephalon spokesperson. Includes				
prep session and medcape judgment and one CWG to attend training (includes travel & speaker training fee)	20,000.00	5,000.00	0.00	25,000.00