

**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**

	<b>CWG FEE</b>	<b>CWG Out of Pocket</b>	<b>Chephalon Out of Pocket</b>	<b>TOTAL</b>
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
<b>GRAND TOTAL</b>				<b>1,000,000.00</b>

**DETAILED BUDGET**

	<b>CWG FEE</b>	<b>CWG Out of Pocket</b>	<b>Chephalon Out of Pocket</b>	<b>TOTAL</b>
<b>Media Relations: Strategy, Preparation, Active Pitching</b>				<b>225,000.00</b>
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 media outreach				
1. ASRA				
- Press release on low back pain at time of meeting	45,000.00	13,500.00	1,500.00	60,000.00
- Radio Media Tour with Portenoy at time of publication				
- Media training				
2. AAPM&R				
- Targeted pitches – “Back to Work”: Develop patient stories highlighting impact of chronic pain / BTP on lost productivity	55,000.00	3,500.00	1,500.00	60,000.00
- Continued pitching with additional safety information				
3. AAPM				
- Develop positioning / comprehensive strategy for 2007 outreach on neuropathic pain data, including patient and investigator identification and preparation of b-roll	45,000.00	2,500.00	2,500.00	50,000.00
- Identify new “angles” to sell LBP and cancer pain... building “more uses” story				



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