

FENTORA 2013 Marketing Budget							
Category (g/l)	2013 \$(000)	Q1	Q2	Q3	Q4	Total	2014*
Promotional Materials (7630)	\$2,400	\$650	\$725	\$775	\$250	\$2,400	
RxSaving Program (7690)	\$2,000	\$425	\$575	\$500	\$500	\$2,000	
Speaker Programs / CSPs (7600)	\$1,790	\$600	\$540	\$500	\$150	\$1,790	
Market Research (7610)	\$610	\$150	\$260	\$150	\$50	\$610	
Conventions (7054)	\$700	\$125	\$400	\$125	\$50	\$700	
Medical Education (7640)	\$2,830	\$700	\$700	\$750	\$680	\$2,830	
Journal Reprints (7670)	\$150	\$35	\$40	\$35	\$40	\$150	
Corporate Memberships (7056)	\$10	\$10	\$0	\$0	\$0	\$10	
TOTAL PROMOTION	\$10,490	\$38	\$43	\$38	\$42	\$10,490	
Public Relations	\$480	\$120	\$120	\$120	\$120	\$480	
REMS (marketing only)	\$100	\$25	\$25	\$25	\$25	\$100	
TOTAL MARKETING (before G-N)	\$11,070	\$2,878	\$3,428	\$3,018	\$1,907	\$11,070	5,535
Voucher / Debit Card G-N	\$8,513	\$2,100	\$2,200	\$2,200	\$2,013	\$8,513	4,255
Contract Rebates	\$3,327	\$750	\$867	\$860	\$850	\$3,327	1,663
TOTAL FENTORA MARKETING	\$22,910	\$5,728	\$6,495	\$6,078	\$4,770	\$22,910	11,453

PLAINTIFFS TRIAL
EXHIBIT
P-04614_00001