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**UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF NEW YORK**

)	
)	CASE NO. 21-cv-06850-PK
Monique Bell, Tree Anderson, and Melissa)	
Conklin, individually and on behalf of all others)	Hon. Peggy Kuo
similarly situated,)	
)	
Plaintiffs,)	
)	DECLARATION OF JEANNE C.
v.)	FINEGAN, APR IN CONNECTION WITH
)	IMPLEMENTATION OF NOTICE PLAN
)	
CVS Pharmacy, Inc.,)	
Defendant.)	

I, Jeanne C. Finegan, APR, declare as follows:

INTRODUCTION

1. I am the Managing Director and Head of Kroll Notice Media Solutions (“Kroll Media”), a business unit of Kroll Settlement Administration LLC (“Kroll”), the Settlement Administrator¹ in the above-captioned case. This declaration is based upon my personal knowledge as well as information provided to me by my associates and staff, including information reasonably relied upon in the fields of advertising media and communications. This declaration is being filed contemporaneously with the *Declaration of Scott M. Fenwick of Kroll Settlement Administration LLC in Connection with Final Approval of Settlement* (the “Fenwick Declaration”).

2. Kroll was appointed as the Settlement Administrator to, among other tasks, develop and implement a Notice Program that is reasonably calculated to provide notice to the Settlement Class in connection with the Settlement.

¹ Capitalized terms used but not defined herein have the meanings given to them in that certain Class Action Settlement Agreement, entered into this Action.

- 1 • Social media advertising;
- 2 • A press release; and
- 3 • A Settlement Website.

4 **DIRECT NOTICE**

5 6. As detailed more fully in the Fenwick Declaration, on August 22, 2023, Kroll sent the
6 Direct Notice to the 3,467,472 email addresses on file for Settlement Class Members. As of January
7 18, 2024, 1,118,064 emails were rejected/bounced back as undeliverable of the 3,467,472 emails
8 attempted for delivery.

9 **ONLINE DISPLAY BANNER ADS**

10 7. Kroll Media utilized a programmatic noticing approach, employing a computer
11 algorithm to show a specific advertisement to a specific visitor in a specific context, *i.e.*, on a
12 particular website that a potential Settlement Class Member is visiting or likely to visit. These
13 advertisements were device agnostic and appeared across desktop, laptop, tablet, or mobile device.

14 8. Online display advertisements were specifically targeted to CVS purchasers and those
15 who have purchased pain relief products based on third-party transactional data from Alliant and
16 Clickagy.³

17 9. Additionally, display ads were contextually targeted to sites with content related to
18 pain relief, arthritis, back pain, chronic pain, fibromyalgia, neuropathic pain, and others.

19 10. Digital advertisements were served across thousands of websites, including
20 foxnews.com, parentztalk.com, sportingnews.com, usatoday.com, and top5.com, among numerous
21 others.

22 **GOOGLE KEY WORD AND SEARCH TERMS**

23 11. Kroll Media utilized keyword search advertisements on Google. When searching for
24 specific keywords or phrases related to the Settlement or Settlement-related content, a sponsored link
25 appeared, providing brief information about the Settlement and the Settlement Class, and directing
26

27 _____
28 ³ Transactional data is cultivated from point of sale, eCommerce platforms, delivery services and loyalty programs.
Data providers: Alliant (<https://alliantinsight.com>) and Clickagy, A ZoomInfo Company (<https://www.clickagy.com>)

1 the user to the Settlement Website for more information. Such terms and topics included *Max Strength*
2 *Lidocaine, Anesthetic cream, CVS Lidocaine, Lidocaine settlement*, and other similar terms.

3 **SOCIAL MEDIA ADS ON FACEBOOK, INSTAGRAM AND YOUTUBE**

4 12. Social media ads on Facebook and Instagram appeared in users' "Newsfeed,"
5 "Stories," or "Reels." These ads employed multiple layers of targeting and focused on people who
6 have *liked, followed, or interacted* with relevant pages, accounts, videos or posts and tags. Such pages
7 and accounts included the CVS Pharmacy Facebook page, Aspercreme, Bengay and Salonpas
8 Facebook pages, arthritis, chronic pain and fibromyalgia support group and community pages. Posts
9 and hashtags included *#lidocaine, #painpatch, #painmanagement, #backpainrelief*, and
10 *#chronicpain*.

11 13. Display banner advertisements on YouTube were targeted to users who watched,
12 liked, shared or commented on content related to pain treatments and back, joint or chronic pain.

13 14. Attached hereto as **Exhibit A** are copies of the display banner advertisements and
14 social media advertisements described above.

15 **PRESS RELEASE**

16 15. On August 22,2023, a press release was issued over PR Newswire's US1 Newlines.
17 PR Newswire distributes to thousands of print and broadcast newsrooms nationwide, as well as
18 websites, databases and online services. Kroll Media monitored media outlets for mentions of the
19 release in the news. Over 380 news mentions of the Settlement resulted from the press release.

20 16. Attached hereto as **Exhibit B** is a copy of the press release and pick-up report.

21 **OFFICIAL SETTLEMENT WEBSITE**

22 17. As set forth more fully in the Fenwick Declaration, Kroll created a dedicated
23 Settlement Website entitled www.lidocainesettlement.com which became active on August 22, 2023.
24 As of January 20, 2024, the Website has had 3,217,617 visitors.

25 **CONCLUSION**

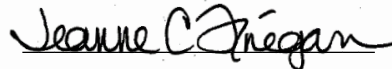
26 18. In my opinion, the Notice Plan, including the Media Plan, reflects a particularly
27 appropriate, highly targeted, and contemporary way to provided notice to Settlement Class Members.

28

1 Further, in my opinion, the efforts undertaken in this Notice Plan are of the highest modern
2 communication standards, are reasonably calculated to provide notice, and are consistent with best-
3 practicable, Court-approved notice programs in similar matters and the Federal Judicial Center's
4 guidelines concerning appropriate reach.

5 I declare under penalty of perjury, under the laws of the United States of America, that the
6 foregoing is true and correct.

7 Executed on January 25, 2024, in Tigard, Oregon.

8 

9 Jeanne C. Finegan

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Exhibit A

BANNER AD

MAX STRENGTH CVS-BRAND LIDOCAINE SETTLEMENT

If You Purchased CVS-Brand Maximum Strength Lidocaine Products


You Could Get Money From a Settlement.



LEARN MORE >>>

Max Strength CVS-Brand Lidocaine Settlement

If You Purchased CVS-Brand Maximum Strength Lidocaine Products



You Could Get Money From a Settlement.

LEARN MORE >>>

MAX STRENGTH CVS-BRAND LIDOCAINE SETTLEMENT

If You Purchased CVS-Brand Maximum Strength Lidocaine Products

You Could Get Money From a Settlement.



LEARN MORE

SOCIAL MEDIA



Legal Notice
Sponsored

If you purchased CVS-brand maximum strength lidocaine products, you could get money from a Settlement.

Max Strength CVS-Brand Lidocaine Settlement

AddURL.com [LEARN MORE](#)

Max Strength CVS-Brand Lidocai...
Court Authorized Notice

Like Comment Share



Instagram

Legal Notice
Sponsored

Max Strength CVS-Brand Lidocaine Settlement

[Learn More](#)

♥ 💬 📌

If you purchased CVS-brand maximum strength lidocaine products, you could get money from a Settlement.



Max Strength CVS-Brand Lidocaine Settlement

If You Purchased CVS-Brand Maximum Strength Lidocaine Products

You Could Get Money From a Settlement.

Legal Notice
lidocainesettlemen... [LEARN](#)

Skip Ad ▶

00:15

Legal Notice
lidocainesettlemen... [LEARN](#)

[Redacted text]

[Redacted text]

[Redacted text]

[Redacted text]

[Redacted text]

[Redacted text]

Exhibit B

Consumers Who Purchased CVS-Brand Maximum Strength Lidocaine Products Could Get Money from a Settlement

NEWS PROVIDED BY

Kroll Settlement Administration →

22 Aug, 2023, 13:17 ET

PHILADELPHIA, Aug. 22, 2023 /PRNewswire/ -- The following statement is being issued by Kroll Settlement Administration regarding the Max Strength CVS-Brand Lidocaine Settlement (*Bell et. al. v. CVS Pharmacy, Inc.*, Case No. 1:21-cv-06850-PK, E.D.N.Y).

A Settlement has been reached in a class action lawsuit. In the lawsuit, Plaintiffs Monique Bell, Tree Anderson, and Melissa Conklin ("Named Plaintiffs") allege that the packaging of Defendant's Lidocaine Products was false and deceptive in that it led purchasers to believe that the Lidocaine Products delivered a "maximum strength" amount of lidocaine, and that the Products in patch form could reliably adhere to the body for up to 8 or 12 hours. Defendant denies the claims and any wrongdoing. The Court has not decided who is right. The parties agreed to settle the case.

Who's Included? The Settlement Class is defined as all persons who purchased Products in the United States during the Class Period, which is from December 11, 2017, through and including July 18, 2023.

"Products" means all CVS-branded "maximum strength" lidocaine patches, creams, roll-ons, and spray products, including, but not limited to, the products listed in the First Amended Complaint. (ECF No. 53-1.) The Products include the following SKU

numbers: 376649, 405343, 977934, 328522, 405623, 250483, 383037, 249024, 233554, 383998, 238921, 197229, 450467, 371271, 188721, 256563, 196728, 256518, 384034, 234274, 834344, 388642.

If the Product you bought was sold under the CVS brand and says "maximum strength" on the box, you may qualify as a Settlement Class Member.

What does the Settlement Provide? The Settlement provides a maximum of up to \$3,800,000.00 (the "Settlement Sum") to pay Valid Claims, Class Counsel's Fee Award, and Class Representative Service Awards. The Settlement Sum represents Defendant's all-inclusive, sole, exclusive, and full payment for all monetary consideration of any kind whatever to Plaintiffs, Class Representatives, Settlement Class Members, and Class Counsel, including the total amount of monetary relief available (a) to Settlement Class Members for payment of all Valid Claims, (b) for Class Representative Service Awards, and (c) for Class Counsel's Fee Award. **The deadline to submit Claim Form is November 20, 2023.** Settlement Class Members will be able to choose between two Benefit options (cannot choose both):

(a) Claims with no Proof of Purchase(s), may recover \$4.50 per Unit for up to three (3) Units; or

(b) Claims with Proof of Purchase(s), may recover \$4.50 for each Unit for any number of documented Units. "Proof of Purchase" means a receipt or other documentation which reasonably establishes purchase during the Class Period in the United States. Claims submitted without adequate Proof of Purchase will be processed as a claim submitted with no proof purchase.

The actual amount paid to Settlement Class Members will depend upon the total number of Valid Claims submitted. If the total amount to be paid as a result of Valid Claims exceeds the amount of the Settlement Sum that remains after the payment of the Class Representative Service Awards and Class Counsel's Fee Award, then the Benefit payable to each Claimant shall be proportionately reduced, such that Defendant's maximum liability under this Agreement shall not exceed the Settlement Sum. Defendant's maximum liability under this Agreement shall not exceed the Settlement Sum plus the Administration Expenses.

How to Submit a Claim Form? Claims may be submitted by U.S. mail or filed online. U.S. mail needs to be postmarked by **November 20, 2023**. Online claims must be submitted by **11:59 p.m. EST on November 20, 2023**. Claim Form must be completed fully and accurately and submitted on time.

Claim Forms can be downloaded and submitted at **www.LidocaineSettlement.com** or one can be requested by calling **(833) 747-6949**.

Exclude Yourself. If you do not want to be legally bound by the Settlement, you must exclude yourself. The deadline to submit an **Exclusion is October 6, 2023**. If you do exclude yourself, you keep the right to sue about the claims resolved by this Settlement. Details on how to exclude yourself are available at **www.LidocaineSettlement.com**.

Object. If there is something about the Settlement you do not like, you may object. The deadline to submit an Objection is **October 6, 2023**. Details on how to submit an Objection are available at **www.LidocaineSettlement.com**.

Final Approval Hearing. The Court will hold a Final Approval Hearing on **December 19, 2023**, before the Honorable Peggy Kuo, at **11:30 a.m. Eastern Time**, at United States District Court, Eastern District of New York 225 Cadman Plaza East Brooklyn, Room 11C South, New York 11201, to consider whether to approve the Settlement (including the Application for Attorneys' Fees and Expenses of up to \$1,140,000 of the Settlement Sum and Class Representative Service Awards of \$3,000 to each Named Plaintiff, all of which are to be paid from the Settlement Sum). You may appear at the hearing, either yourself or through an attorney you hire, but you don't have to. If you intend to appear, either yourself or through an attorney you hire, you must file and serve a notice of intention to appear satisfying the requirements set forth in the Settlement Agreement and detailed in the Long Form Notice.

For more information, call **(833) 747-6949** or visit **www.LidocaineSettlement.com**.

SOURCE Kroll Settlement Administration

PRESS RELEASE PICKUP REPORT

Media Type	Industry	Outlet Name
Online	Media & Information	WYTV-TV ABC-33 [Youngstown, OH]
Online	Media & Information	WYMT-TV [Hazard, KY]
Online	Media & Information	WXIX-TV FOX-19 [Cincinnati, OH]
Online	Media & Information	WXIN-TV FOX-59 [Indianapolis, IN]
Online	Media & Information	WWTI-TV ABC-50 [Watertown, NY]
Online	Media & Information	WWSB-TV ABC-7 [Sarasota, FL]
Online	Media & Information	WWNY-TV [Watertown, NY]
Online	Media & Information	WWLP-TV NBC-22 [Springfield, MA]
Online	Media & Information	WWBT-TV NBC-12 [Richmond, VA]
Online	Media & Information	WVVA NBC-6 [Bluefield, WV]
Online	Media & Information	WVUE-TV FOX-8 [New Orleans, LA]
Online	Media & Information	WVNS [Beckley, WV]
Online	Media & Information	WVLT-TV [Knoxville, TN]
Online	Media & Information	WVLA [Baton Rouge, LA]
Online	Media & Information	WVIR-TVNBC-29 [Charlottesville, VA]
Online	Media & Information	WTWO-TV NBC-2/WAWV-TV ABC-38
Online	Media & Information	WTVY-TV [Dothan, AL]
Online	Media & Information	WTVM-TV [Columbus, GA]
Online	Media & Information	WTVG-TV ABC-13 [Toledo, OH]
Online	Media & Information	WTTV [Indianapolis, IN]
Online	Media & Information	WTRF [Wheeling, WV]
Online	Media & Information	WTOK-TV [Meridian, MS]
Online	Media & Information	WTOC-TV [Savannah, GA]
Online	Media & Information	WTNH [New Haven, CT]
Online	Media & Information	WTEN/ WXXA-TV [Albany, NY]
Online	Media & Information	WTAP-TV [Parkersburg, WV]
Online	Media & Information	WTAJ [Altoona, PA]
Online	Media & Information	WSYR-TV ABC-9 NewsChannel [Syracuse, NY]
Online	Media & Information	WSPA/WYCW [Spartanburg, SC]
Online	Media & Information	WSMV-TV NBC 4 [Nashville, TN]
Online	Media & Information	WSFA-TV [Montgomery, AL]
Online	Media & Information	WSAZ-TV [Huntington, WV]
Online	Media & Information	WSAW-TV [Wausau, WI]
Online	Media & Information	WSAV [Savannah, GA]
Online	Media & Information	WROC/WUHF/WZDX [Rochester, NY]
Online	Media & Information	WRIC [Richmond, VA]
Online	Media & Information	WREG [Memphis, TN]
Online	Media & Information	WRDW-TV [Augusta, GA]
Online	Media & Information	WRBL [Columbus, GA]
Online	Media & Information	WQRF/WTVO [Rockford, IL]
Online	Media & Information	WPTA-TV Fort Wayne's NBC [Fort Wayne, IN]
Online	Media & Information	WPRI/WNAC [Providence, RI]
Online	Media & Information	WPIX-TV CW-11 [New York, NY]
Online	Media & Information	WPHL [Philadelphia, PA]
Online	Media & Information	WOWT-TV [Omaha, NE]

PRESS RELEASE PICKUP REPORT

Media Type	Industry	Outlet Name
Online	Media & Information	WOWK-TV CBS-13 [Charleston, WV]
Online	Media & Information	WOOD [Grand Rapids, MI]
Online	Media & Information	WOIO-TV CBS-19 [Cleveland, OH]
Online	Media & Information	WNTZ [Alexandria, LA]
Online	Media & Information	WNEM-TV CBS-5 [Saginaw, MI]
Online	Media & Information	WNDU-TV [South Bend, IN]
Online	Media & Information	WNCT [Greenville, NC]
Online	Media & Information	WNCN [Raleigh, NC]
Online	Media & Information	WNC Business
Online	Media & Information	WMTV-TV NBC-15 [Madison, WI]
Online	Media & Information	WMC-TV Action News 5 [Memphis, TN]
Online	Media & Information	WMBF-TV [Myrtle Beach, SC]
Online	Media & Information	WMBD-TV CBS 31 / WYZZ-TV FOX 43 [Peoria, IL]
Online	Media & Information	WMBB-TV ABC-13 [Panama City, FL]
Online	Media & Information	WLUC-TV [Negaunee, MI]
Online	Media & Information	WLOX-TV [Biloxi, MS]
Online	Media & Information	WLNS-TV CBS-6 [Lansing, MI]
Online	Media & Information	WLBT-TV [Jackson, MS]
Online	Media & Information	WLAX-TV FOX 28/45 [La Crosse, WI]
Online	Media & Information	WKYT-TV [Lexington, KY]
Online	Media & Information	WKRN [Nashville, TN]
Online	Media & Information	WKRG [Mobile, AL]
Online	Media & Information	WKBN-TV CBS-27 [Youngstown, OH]
Online	Media & Information	WJZY-TV FOX-46 [Charlotte, NC]
Online	Media & Information	WJW-TV FOX-8 [Cleveland, OH]
Online	Media & Information	WJTV-TV CBS-12 [Jackson, MS]
Online	Media & Information	WJMN-TV CBS 3 [Escanaba, WI]
Online	Media & Information	WJHL-TV/ABC Tri-Cities [Johnson City, TN]
Online	Media & Information	WJHG-TV [Panama City Beach, FL]
Online	Media & Information	WJET-TV ABC-24 / WFXP-TV FOX-44 [Erie, PA]
Online	Media & Information	WJBF [Augusta, GA]
Online	Media & Information	WIVB [Buffalo, NY]
Online	Media & Information	WITN-TV [Greenville, NC]
Online	Media & Information	WISTV-TV [Columbia, SC]
Online	Media & Information	Windsor Weekly
Online	Media & Information	Winchester Sun
Online	Media & Information	WILX-TV [Lansing, MI]
Online	Media & Information	WIFR-TV [Rockford, IL]
Online	Media & Information	WIBW-TV [Topeka, KS]
Online	Media & Information	WIAT [Birmingham, AL]
Online	Media & Information	WHTM [Harrisburg, PA]
Online	Media & Information	WHSV-TV [Harrisonburg, VA]
Online	Media & Information	WHO-TV NBC-13 [Des Moines, IA]
Online	Media & Information	WHNT [Huntsville, AL]
Online	Media & Information	WHNS-TV FOX [Greenville, SC]

PRESS RELEASE PICKUP REPORT

Media Type	Industry	Outlet Name
Online	Media & Information	WGNO [New Orleans, LA]
Online	Media & Information	WGN [Chicago, IL]
Online	Media & Information	WGHP [Greensboro, NC]
Online	Media & Information	WGGB-TV FOX-6 / ABC-40 / CBS-3
Online	Media & Information	WGEM-TV NBC-10 [Quincy, IL]
Online	Media & Information	WGCL-TV CBS 46 [Atlanta, GA]
Online	Media & Information	WFXR [Roanoke, VA]
Online	Media & Information	WFSB-TV CBS-3 (Hartford, CT)
Online	Media & Information	WFRV [Green Bay, WI]
Online	Media & Information	WFMZ-TV IND-69 [Allentown, PA]
Online	Media & Information	WFMZ-TV IND-69 [Allentown, PA]
Online	Media & Information	WFLA [Tampa, FL]
Online	Media & Information	WFIE-TV NBC-14 [Evansville, IN]
Online	Media & Information	WFFF-TV FOX 44 / WVNY-TV ABC-22
Online	Media & Information	WETM-TV NBC-18 [Elmira, NY]
Online	Media & Information	West Valley City Journal
Online	Media & Information	West Jordan Journal
Online	Media & Information	WEHT/WTVW [Evansville, IN]
Online	Media & Information	WEEK-TV 25 News Now [East Peoria, IL]
Online	Media & Information	WECT-TV [Wilmington, NC]
Online	Media & Information	WEAU-TV [Eau Claire, WI]
Online	Media & Information	WDVM-TV IND-25 [Washington, DC]
Online	Media & Information	WDTV-TV [Bridgeport, WV]
Online	Media & Information	WDTN/WBDT [Dayton, OH]
Online	Media & Information	WDKY-TV FOX-56 [Lexington, KY]
Online	Media & Information	WDHN-TV ABC [Webb, AL]
Online	Media & Information	WDBJ7-TV [Roanoke, VA]
Online	Media & Information	WDAM-TV [Moselle, MS]
Online	Media & Information	WDAF [Kansas City, MO]
Online	Media & Information	WCTV-TV [Tallahassee, FL]
Online	Media & Information	WCSC-TV CBS-5 [Charleston, SC]
Online	Media & Information	WCMH [Columbus, OH]
Online	Media & Information	WCJB-TV [Gainesville, FL]
Online	Media & Information	WCIA-TV CBS 3 [Champaign, IL]
Online	Media & Information	WCBD-TV NBC-2 [Charleston, SC]
Online	Media & Information	WCAX-TV [South Burlington, VT]
Online	Media & Information	WBTW [Myrtle Beach, SC]
Online	Media & Information	WBTW-TV [Charlotte, NC]
Online	Media & Information	WBRE/WYOU [Wilkes-Barre, PA]
Online	Media & Information	WBRC-TV [Birmingham, AL]
Online	Media & Information	WBOY [Clarksburg, WV]
Online	Media & Information	WBNG-TV NEWS 12 [Binghamton, NY]
Online	Media & Information	WBKO-TV [Bowling Green, KY]
Online	Media & Information	WBGH/WIVT [Binghamton, NY]
Online	Media & Information	WBAY-TV [Green Bay, WI]

PRESS RELEASE PICKUP REPORT

Media Type	Industry	Outlet Name
Online	Media & Information	WAVY-TV NBC-10 [Portsmouth, VA]
Online	Media & Information	WAVE-TV [Louisville, KY]
Online	Media & Information	WATE [Knoxville, TN]
Online	Media & Information	Washington Daily News
Online	General	Washington City Paper [Washington, DC]
Online	Media & Information	WANE [Fort Wayne, IN]
Online	Media & Information	Walnut Creek Magazine
Online	Media & Information	WALB-TV [Albany, GA]
Online	Media & Information	WALA-TV FOX 10 [Mobile, AB]
Online	Media & Information	WAGM-TV [Presque Isle, ME]
Online	Media & Information	WAFF-TV [Huntsville, AL]
Online	Media & Information	WAFB-TV [Midland, TX]
Online	Media & Information	WABI-TV [Bangor, ME]
Online	Business Services	VYRE Business News Global
Online	Business Services	VYRE Business News Global
Online	Media & Information	Valley Times-News
Online	General	USA Times
Online	General	US Times Mirror
Online	Media & Information	Toti.com
Online	Media & Information	Times of the Islands
Online	Media & Information	Times of San Diego
Online	General	Time Bulletin USA
Online	Media & Information	The Wetumpka Herald
Online	Media & Information	The Vicksburg Post
Online	Media & Information	The Tryon Daily Bulletin
Online	Media & Information	The Troy Messenger
Online	Media & Information	The Tidewater News
Online	Media & Information	The Tallassee Tribune
Online	Media & Information	The Suffolk News-Herald
Online	Financial	The Stock Watcher
Online	Media & Information	The State Journal
Online	Media & Information	The Stanly News & Press
Online	Media & Information	The Selma Times-Journal
Online	Media & Information	The Roanoke Chowan News Herald
Online	Media & Information	The Post-Searchlight
Online	Media & Information	The Pioneer
Online	Media & Information	The Panolian
Online	Media & Information	The Oxford Eagle
Online	Media & Information	The Interior Journal
Online	Media & Information	The Greenville Advocate
Online	Media & Information	The Farmville Herald
Online	Media & Information	The Demopolis Times
Online	Media & Information	The Coastland Times
Online	Media & Information	The Clemmons Courier
Online	Media & Information	The Clanton Advertiser

PRESS RELEASE PICKUP REPORT

Media Type	Industry	Outlet Name
Online	Media & Information	The Chillicothe Hometown Voice
Online	Media & Information	The Charlotte Gazette
Online	Media & Information	The Brewton Standard
Online	Media & Information	The Bogalusa Daily News
Online	Media & Information	The Atmore Advance
Online	Media & Information	The Andalusia Star-News
Online	Media & Information	The Advocate-Messenger
Online	Media & Information	Taylorsville Journal
Online	Media & Information	Taos News
Online	Media & Information	Sugar House Journal
Online	Media & Information	Style Magazine
Online	Media & Information	Southwest Daily News
Online	Media & Information	South Valley Journal
Online	Media & Information	South Salt Lake Journal
Online	Media & Information	South Jordan Journal
Online	General	Society Magazine
Online	Media & Information	Smithfield Times
Online	Media & Information	Shelby County Reporter
Online	Financial	Seeking Alpha
Online	General	Sangri Times
Online	Media & Information	Sandy Journal
Online	Media & Information	Salisbury Post
Online	Media & Information	RSW Living Magazine [Sanibel, FL]
Online	Travel & Leisure	Rivers of Living Water Mission - Home Page
Online	Media & Information	QuadCities WHBF-TV CBS-4 / KLJB-TV FOX-18
Online	Media & Information	Prentiss Headlight
Online	Media & Information	PR Newswire
Online	Media & Information	Port Arthur News
Online	Media & Information	Picayune Item
Online	Media & Information	Orange Leader
Online	Media & Information	One News Page Global Edition
Online	Media & Information	Omaha Magazine
Online	Media & Information	Norwood Town News
Online	Media & Information	Norfolk & Wrentham News
Online	Media & Information	NewsBlaze US
Online	Policy & Public Interest	Network Today
Online	Media & Information	Natick Town News
Online	Media & Information	Natchez Democrat
Online	Media & Information	Myhighplains
Online	Retail & Consumer	My Silly Little Gang
Online	Media & Information	Murray Journal
Online	Financial	Morningstar
Online	Media & Information	Millcreek Journal
Online	Media & Information	Midvale Journal
Online	Media & Information	Middlesboro News

PRESS RELEASE PICKUP REPORT

Media Type	Industry	Outlet Name
Online	Media & Information	Medway & Millis News
Online	Medical/Healthcare	Meditech Today
Online	Media & Information	MB News
Online	Medical/Healthcare	Mazada Pharma Guide
Online	Financial	MarketWatch
Online	Financial	Markets Insider
Online	General	Mahalsa US
Online	Media & Information	Magnolia State Live
Online	Media & Information	Luverne Journal
Online	Media & Information	Lowndes Signal
Online	Legal	Legal Magazine
Online	Media & Information	Leesville Leader
Online	Media & Information	Leader Publications
Online	Multicultural & Demographic	Latin Business Today
Online	Media & Information	LaGrange Daily News
Online	Media & Information	L'Observateur
Online	Media & Information	KYOU-TV [Ottumwa, IA]
Online	Media & Information	KY3-TV [Springfield, TX]
Online	Media & Information	KXRM [Colorado Springs, CO]
Online	Media & Information	KXMA/KXMB [Bismark, ND]
Online	Media & Information	KXII-TV [Sherman, TX]
Online	Media & Information	KXAN-TV NBC-36 [Austin, TX]
Online	Media & Information	KWTX-TV [Waco, TX]
Online	Media & Information	KWQC-TV [Davenport, IA]
Online	Media & Information	KWKT-TV FOX-44 / KYLE-TV MyNetworkTV
Online	Media & Information	KWCH-TV [Wichita, KS]
Online	Media & Information	KVVU-TV FOX-5 [Las Vegas, NV]
Online	Media & Information	KVLY-TV [Fargo, ND]
Online	Media & Information	KVEO-TV CBS-4 [Harlingen, TX]
Online	Media & Information	KTXL [Sacramento, CA]
Online	Media & Information	KTVX [Salt Lake City, UT]
Online	Media & Information	KTVK-TV IND-3 [Phoenix, AZ]
Online	Media & Information	KTVI-TV FOX-2 [St. Louis, MO]
Online	Media & Information	KTVF/KXDF-TV [Fairbanks, AK]
Online	Media & Information	KTUU-TV [Anchorage, AK]
Online	Media & Information	KTTC NBC-10 [Rochester, MN]
Online	Media & Information	KTSM [El Paso, TX]
Online	Media & Information	KTRE-TV [Pollock, TX]
Online	Media & Information	KTLA [Los Angeles, CA]
Online	Media & Information	KTIV-TV NBC-4 [Sioux City, IA]
Online	Media & Information	KTAL-TV NBC-6 [Shreveport, LA]
Online	Media & Information	KTAB/KRBC [Abilene, TX]
Online	Media & Information	KSWO-TV [Lawton, OK]
Online	Media & Information	KSWB [San Diego, CA]
Online	Media & Information	KSNW [Wichita, KS]

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Media Type	Industry	Outlet Name
Online	Media & Information	KSNT-TV NBC-27 [Topeka, KS]
Online	Media & Information	KSNF/KODE [Joplin, MO]
Online	Media & Information	KSNB-TV [Hastings, NE]
Online	Media & Information	KSLA-TV [Shreveport, LA]
Online	Media & Information	KSFY-TV [Sioux Falls, SD]
Online	Media & Information	KSEE/KGPE [Fresno, CA]
Online	Media & Information	KRQE [Albuquerque, NM]
Online	Media & Information	KRON [San Francisco, CA]
Online	Media & Information	KREX/KFQX/KGJT [Grand Junction, CO]
Online	Media & Information	KPTV-TV FOX-12 [Portland, OR]
Online	Media & Information	KPLC-TV [Lake Charles, LA]
Online	Media & Information	KOTA-TV [Rapid City, SD]
Online	Media & Information	KOSA-TV CBS-7 [Odessa, TX]
Online	Media & Information	KOLR/KOZL [Springfield, MO]
Online	Media & Information	KOLO-TV [Reno, NV]
Online	Media & Information	KOLN-TV [Lincoln, NE]
Online	Media & Information	KOLD-TV [Tucson, AZ]
Online	Media & Information	KOIN-TV CBS-6 [Portland, OR]
Online	Media & Information	KNWA/KFTA [Fayetteville, AR]
Online	Media & Information	KNOP-TV [North Platte, NE]
Online	Media & Information	KNOE-TV [Monroe, LA]
Online	Media & Information	KNEP-TV NBC-4 [Scottsbluff, NE]
Online	Media & Information	KMVT-TV News-11 / KSVT-14 FOX
Online	Media & Information	KMOV-TV CBS-4 [St. Louis, MO]
Online	Media & Information	KMID/KPEJ [Odessa, TX]
Online	Media & Information	KLTV-TV [Tyler, TX]
Online	Media & Information	KLST/KSAN [San Angelo, TX]
Online	Media & Information	KLRT-TV FOX-16 [Little Rock, AR]
Online	Media & Information	KLFY [Lafayette, LA]
Online	Media & Information	KLAS-TV CBS-8 [Las Vegas, NV]
Online	Media & Information	KKTV-TV CBS-11 [Colorado Springs, CO]
Online	Media & Information	KKCO-TV NBC-11 [Grand Junction, CO]
Online	Media & Information	KJCT-TV ABC-8 [Grand Junction, CO]
Online	Media & Information	KIAH [Houston, TX]
Online	Media & Information	KHON [Honolulu, HI]
Online	Media & Information	KHNL-TV Hawaii News Now [Honolulu, HI]
Online	Media & Information	KHMT/KSVI [Billings, MT]
Online	Media & Information	KGWN-TV CBS-5 [Cheyenne, WY]
Online	Media & Information	KGNS-TV NBC/ABC/Telemundo-8
Online	Media & Information	KGET [Bakersfield, CA]
Online	Media & Information	KFYR-TV [Bismarck, ND]
Online	Media & Information	KFVS-TV [Cape Girardeau, MO]
Online	Media & Information	KFOR [Oklahoma City, OK]
Online	Media & Information	KFDX-TV NBC-3 / KJTL-TV FOX-18
Online	Media & Information	KFDA-TV [Amarillo, TX]

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Media Type	Industry	Outlet Name
Online	Media & Information	KEYC-TV [North Mankato, MN]
Online	Media & Information	KEVN-TV [Rapid City, SD]
Online	Media & Information	KETK-TV FOX-51 [Tyler, TX]
Online	Media & Information	Kenbridge Victoria Dispatch
Online	Media & Information	KELO [Sioux Falls, SD]
Online	Media & Information	KDVR [Denver, CO]
Online	Media & Information	KDAF-TV CW-33 [Dallas, TX]
Online	Media & Information	KCTV-TV CBS-5 [Kansas City, MO]
Online	Media & Information	KCRG-TV ABC-9 [Cedar Rapids, IA]
Online	Media & Information	KCBD-TV [Lubbock, TX]
Online	Media & Information	KCAU-TV ABC-9 Siouxland Proud [Sioux City, IA]
Online	Media & Information	KBTX-TV News 3 [Bryan, TX]
Online	Media & Information	KBJR-TV NBC-6 [Duluth, MN]
Online	Media & Information	KARK-TV NBC-4 [Little Rock, AR]
Online	Media & Information	KARD/KTVE [West Monroe, LA]
Online	Media & Information	KAMC/KLBK
Online	Media & Information	KALB-TV [Alexandria, LA]
Online	Media & Information	KAIT-TV [Jonesboro, AR]
Online	Media & Information	Jewish Link
Online	Media & Information	Jessamine Journal
Online	Media & Information	Ironton Tribune
Online	Medical/Healthcare	Intern Daily
Online	General	Industry News
Online	Media & Information	Hopedale Town News
Online	Media & Information	Holliston Town News
Online	Media & Information	Holladay Journal
Online	Media & Information	Herriman Journal
Online	Medical/Healthcare	Healthcare Today
Online	Media & Information	Hattiesburg.com
Online	Media & Information	Harlan Enterprise
Online	Media & Information	Gulf & Main Magazine
Online	General	Grit Daily
Online	Media & Information	Greenville Business Magazine
Online	Media & Information	Gates County Index
Online	Media & Information	Franklin Town News
Online	Media & Information	Forefront Media News
Online	Media & Information	Fayetteville Connect
Online	Medical/Healthcare	ExecEdge - Healthcare Edge
Online	Medical/Healthcare	Escaping Pleasure Trap
Online	Media & Information	Elizabethton Star
Online	Media & Information	Draper Journal
Online	Media & Information	Davis Journal
Online	Media & Information	Davie County Enterprise Record
Online	Media & Information	Daily Leader
Online	Financial	CreditRiskMonitor

PRESS RELEASE PICKUP REPORT

Media Type	Industry	Outlet Name
Online	Media & Information	Cottonwood Heights Journal
Online	Media & Information	Cordele Dispatch
Online	Media & Information	Connect Iredell
Online	Media & Information	Columbia Business Monthly
Online	Travel & Leisure	Coastal Today Magazine
Online	Media & Information	CNYhomepage
Online	Media & Information	Claiborne Progress
Online	Media & Information	City Journals
Online	Media & Information	ChineseWire
Online	Media & Information	Chester County Press
Online	Media & Information	Cape Coral Living Magazine
Online	Media & Information	Business Class News
Online	Media & Information	Bradfordville Bugle
Online	Media & Information	Boreal Community Media
Online	Media & Information	Bonita & Estero Magazine
Online	Media & Information	Bluegrass Live
Online	Financial	Benzinga
Online	Media & Information	Beauregard News
Online	Financial	BambuUP
Online	Media & Information	Austin Daily Herald
Online	Media & Information	Ashland Town News
Online	Media & Information	AP NEWS [The Associated Press]
Online	Media & Information	Americus Times-Recorder
Online	General	American Talk
Online	Media & Information	American Press
Online	Media & Information	Alexander City Outlook
Online	Media & Information	Albert Lea Tribune [Albert Lea, MN]
Online	Media & Information	Alabama Now