

EMSI

A PAY FOR PERFORMANCE PUBLIC RELATIONS FIRM

Dr. Barry Friedberg Publicity Campaign Summary

TALK RADIO CAMPAIGN SUMMARY

Total Number of Radio Interviews Scheduled: 16

#	STATION	MARKET	AIRDATE
1	WPFW-FM 89.3	Washington, DC	April 28, 2010
2	WOCA-AM 1370	Ocala, FL	April 29, 2010
3	Health Radio Network	Nationally Syndicated	April 29, 2010
4	WHAM-AM 1180	Rochester, NY	April 30, 2010
5	KCBR-AM 1040	Colorado Springs, CO	May 7, 2010
6	WTVN-AM 610	Columbus, OH	May 7, 2010
7	WNTN-AM 1550	Boston, MA	May 7, 2010
8	WBIX-AM 1060	Boston, MA	May 7, 2010
9	KQRS-FM 92.5	Minneapolis, MN	May 12, 2010
10	WNAV-AM 1430	Baltimore, MD	May 14, 2010
11	Around And About Show	Regionally Syndicated	May 17, 2010
12	KFI-AM 640	Los Angeles, CA	May 18, 2010
13	WYZE-AM 1480	Atlanta, GA	May 21, 2010
14	WFHG-FM 92.7	Johnson City, TN	June 5, 2010
15	Health Radio Network	Nationally Syndicated	June 17, 2010
16	KCTE-AM 1510	Kansas City, MO	June 21, 2010

TELEVISION CAMPAIGN SUMMARY

Total Number of TV Interviews Scheduled: 10

#	STATION	MARKET	AIRDATE
1	KSWB-TV (FOX)	San Diego, CA	May 4, 2010
2	XETV-TV (CW)	San Diego, CA	May 25, 2010
3	KNXV-TV (ABC)	Phoenix, AZ	June 9, 2010
4	KTVK-TV (CW)	Phoenix, AZ	June 9, 2010
5	KAZT-TV (Ind)	Phoenix, AZ	June 9, 2010
6	KTVK-TV (CW)	Phoenix, AZ	June 12, 2010
7	KRON-TV (MyNetwork)	San Francisco, CA	June 20, 2010
8	KOVR-TV (CBS)	Sacramento, CA	June 21, 2010
9	KTXL-TV (FOX)	Sacramento, CA	June 21, 2010
10	KMAX-TV (CW)	Sacramento, CA	June 22, 2010

PRINT CAMPAIGN SUMMARY CLIPS

Total Number of Clips: 28
Total Number of Impressions: 49,982,444

#	PUBLICATION	CIRCULATION	LINK
1	Net Developers Journal	30,587	http://dotnet.sys-con.com/node/1384760
2	Ajax World Magazine	90,750	http://ca.sys-con.com/node/1384760
3	American Spa Magazine	10,018	http://blog.americanspamag.com/2010/05/new-foundation-offers-safer-way-for-patients-to-undergo-anesthesia/
4	Asian American Press	15,000	
5	Blog-N-Play		http://www.blog-n-play.com/node/1384760
6	Buffalo at Home	29,933	http://buffaloathome.com/dct/54/id/15918/mid/1554/What-You-Should-Know-Before-Any-Surgery.aspx
7	CNN.com	27,722,100	http://www.cnn.com/2010/HEALTH/05/17/general.anesthesia/index.html
8	Decisive Magazine	6,089	http://www.decisivemagazine.com/health-fitness/preventative-health/why-patients-should-request-brain-monitor-anesthesia
9	DOTmed	50,235	http://www.dotmed.com/news/story/12594/
10	For Her Information	377	http://www.forherinformation.com/herbodyart20510.php
11	Greater Tulsa Reporter Newspapers	37,500	http://www.gtrnews.com/greater-tulsa-reporter/6835/anesthesiologist-warns-of-fatal-dangers-of-going-under
12	Hispania News	15,000	http://www.hispania-news.com/article4.html
13	Hispania News	15,000	
14	NewsBlaze	138,468	http://newsblaze.com/story/20100525143934zzzz.nb/topstory.html
15	Open Source Magazine	4,192	http://it.sys-con.com/node/1384760
16	SOA World Magazine	6,349	http://soa.sys-con.com/node/1384760
17	SYS-CON France		http://fr.sys-con.com/node/1384760
18	SYS-CON Media	230,003	http://www.sys-con.com/node/1384760
19	The Cedar Springs Post	1,225	http://cedarspringspost.com/2010/07/09/anesthesiologist-warns-of-fatal-dangers-of-going-under/
20	The County News	2,500	
21	The Gilmer Mirror	4,500	http://www.gilmermirror.com/view/full_story/7169105/article-Anesthesiologist-Warns-of-Fatal-Dangers-Of-Going-Under?
22	The National Health Federation		http://www.thenhf.com/articles/articles_1120/articles_1120.htm
23	Yahoo! Finance	20,825,700	http://finance.yahoo.com/news/Anesthesiologist-Warns-of-iw-2502127652.html?x=0&v=1
24	11Alive	257,113	http://www.11alive.com/rss/rss_story.aspx?storyid=144122
25	WISH TV	264,249	http://www.wishtv.com/dpps/health/healthy_living/what-if-you-woke-up-during-surgery_3362629
26	WIVB TV	225,556	http://www.wivb.com/dpps/health/healthy_living/what-if-you-woke-up-during-surgery_3362629
27	WTHI TV		http://www.wthitv.com/dpps/healthy_living/general_health/what-if-you-woke-up-during-surgery_3362629
28	WWLP TV		http://www.wwlp.com/dpp/health/healthy_living/what-if-you-woke-up-during-surgery

PRINT CAMPAIGN SUMMARY

MARKETWIRE PICKUP

Total Number of Pickups: 131

Total Number of Impressions: 141,550,719

#	PUBLICATION	IMPRESSIONS
1	ABC 11 - Raleigh-Durham	2,814,400
2	ABC 12 - Flint, MI	2,814,400
3	ABC 13 - Houston	2,814,400
4	ABC 30 - Fresno	2,814,400
5	ABC 6 - Philadelphia	2,814,400
6	ABC 7 - Chicago	2,814,400
7	ABC 7 - Los Angeles	2,814,400
8	ABC 7 - New York	2,814,400
9	ABC 7 - San Francisco	2,814,400
10	About.com	44,187,700
11	AL.com	1,664,350
12	American Business Media	9,269
13	American Public Media	
14	Anchorage Daily News	212,099
15	Arizona Daily Star	373,582
16	Banks	
17	BioSpace	114,160
18	Black Enterprise	128,673
19	Boston Globe	4,554,060
20	Boston Herald	1,223,840
21	Business Insider	1,118,770
22	Business Rockford	
23	Carlsbad Current Argus	6,332
24	CBS 11 - Ft. Worth/Dallas	273,774
25	CBS 13 - Baltimore	257,921
26	CBS 13 - Sacramento	304,012
27	CBS 2 - Chicago	596,739
28	CBS 2 - Los Angeles	518,195
29	CBS 2 - New York	976,787
30	CBS 2 - Pittsburgh	374,805
31	CBS 3 - Philadelphia	463,964
32	CBS 4 - Denver	242,495
33	CBS 4 - Miami/Ft. Lauderdale	277,818
34	CBS 5 - San Francisco	269,152
35	CBS MoneyWatch	190,509
36	CENTRO	
37	Channel Web	45,497
38	Cincinnati Enquirer	724,998
39	Contra Costa Times	329,049
40	Daily Herald	440,575
41	Daily-Jeff	27,230
42	Dallas Morning News	1,984,870
43	Dealbreaker	
44	Denver Post	1,529,270
45	Digital Media Wire	44,901

46	Earth Times	
47	El Paso Times	135,121
48	eOption	
49	eZanga	
50	Financial News Radio	8,266
51	Finanzas Mundial	
52	Flip Tha Script	
53	Grocery Headquarters	4,067
54	Houston Chronicle	22,104
55	HPC Wire	23,892
56	HR News	
57	Idaho Statesman	210,946
58	Industry Visions	
59	Inland Valley Daily Bulletin	84,260
60	Interest! Alert	8,080
61	International Business Times	137,151
62	International Yacht Vacations & Charters	5,169
63	Kansas City Star	1,093,610
64	King 5 - Seattle	487,791
65	Kiplinger	720,819
66	L.A. Daily News	513,900
67	Lexington Herald-Leader	316,573
68	Live-PR	
69	MarketWatch (WSJ)	5,031,550
70	Metro West Daily News	117,504
71	Minnesota Public Radio	229,042
72	Minyanville	444,644
73	MoneyShow	
74	MSNBC	21,181,500
75	MyFox - Boston	222,375
76	MyFox - Dallas/Fort Worth	221,485
77	MyFox - Los Angeles	263,215
78	MyFox - New York	470,567
79	MyFox - Tampa Bay	165,100
80	MyFox - Washington, DC	385,523
81	Nation's Restaurant News	55,259
82	NBC5 - Alexandria, LA	
83	News and Observer	684,048
84	NewsBlaze	138,468
85	News-Record	23900
86	Northwest Cable News	62,428
87	Noticanarias	
88	Oakland Tribune	39,624
89	On the Path Productions	
90	Optimum	
91	PaidContent	
92	Press-Telegram	109,162
93	PR-Inside	
94	PR-USA	
95	RCR Wireless	17,366
96	Renewable Energy World	62,790
97	Resource World Magazine	15,000

98	Reuters	4,815,136
99	RG Noticias	
100	Ruidoso News (Ruidoso NM)	7,500
101	Salt Lake Tribune	594,253
102	San Bernardino Sun	97,211
103	San Diego Union Tribune	821,164
104	San Francisco Chronicle	3,728,940
105	San Jose Mercury News	1,606,820
106	Silver City Sun News	2,200
107	Star Tribune	1,676,060
108	Star-Telegram	556,321
109	Strategic News Service	
110	StreetInsider	209,016
111	TCPalm	257,165
112	The Columbus Dispatch	511,016
113	The Crescent-News	22,690
114	The Daily Times (Farmington NM)	23,125
115	The Oklahoman	684,048
116	The Olympian	122,120
117	The Press-Enterprise	446,023
118	The Providence Journal	106,875
119	The State	316,720
120	The Sun News	41,742
121	The Telegraph	151,086
122	The Wichita Eagle	498,875
123	Topix	
124	UPI	739,679
125	WBZ38 - Boston	396,637
126	WCCO - Minneapolis	492,748
127	We Are Austin	37,268
128	Wedbush	
129	WorkBoat	25,100
130	Yahoo! Finance Canada	55,886
131	Yahoo! Finance UK & Ireland	