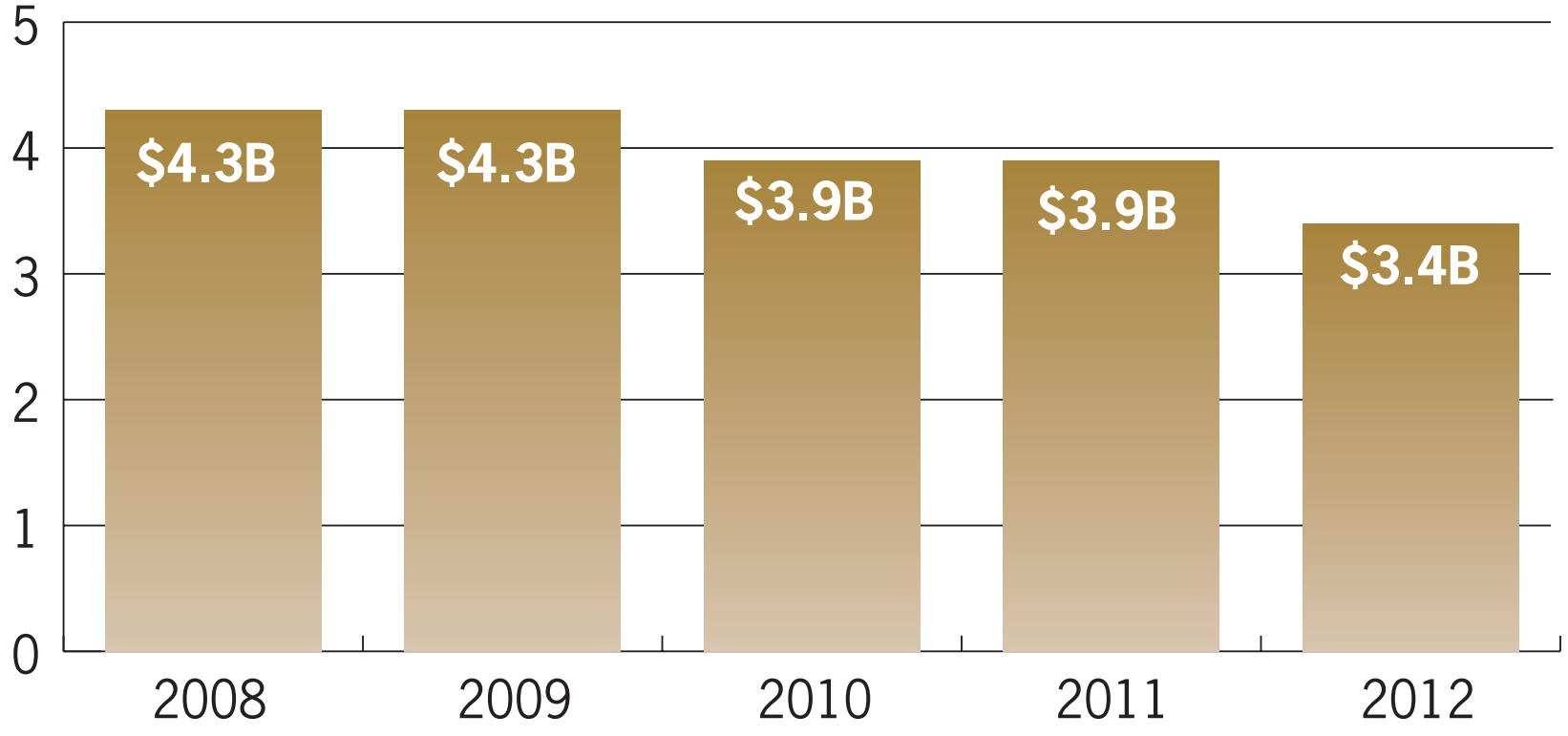
During 2012, DTC ad spend across all media (excluding Web) fell 13%



Source: Nielsen