

# Pfizer Launches New Advil® Congestion Relief and Offers 100 Holiday Shoppers Literal Decongestion From Black Friday Crowds

Monday, November 15, 2010 - 11:30am

Survey Reports Nearly 70 Percent of People Avoid Crowded Areas During the Holidays(1)

"We're offering consumers two new solutions this season: new Advil® Congestion Relief that tackles the real cause of their congestion – swelling due to nasal inflammation – and personal Black Friday 'Decongesters' to provide 100 lucky winners with literal relief from congested malls."

MADISON, N.J.--([BUSINESS WIRE](#))--From crowded malls to stuffy noses, consumers are in need of relief, especially during the hectic holiday season. In fact, a recent poll shows that about 70 percent of people avoid crowded or congested areas during the holidays.(1) To help holiday shoppers breathe easier this season, Pfizer Consumer Healthcare, maker of Advil® pain-relief products, is celebrating the launch of Advil® Congestion Relief by offering "literal congestion relief" in the form of a personal helper, to 100 lucky shoppers across the nation on Black Friday, the day after Thanksgiving known as the most crowded shopping day of the year.

Waiting in long lines and people sneezing and coughing top the list of biggest dislikes about Black Friday.(1) To provide relief on the most congested shopping day of the year, Advil® Congestion Relief is unleashing a team of Black Friday "Decongesters" who will help winning shoppers by waiting in long lines for them, running mall errands for them and carrying their heavy shopping bags.

Shoppers at select malls in the Jersey City, Atlanta, Chicago, Dallas and San Francisco areas can text for a chance to win a personal Black Friday "Decongestor," who will help relieve their congested shopping day. In addition, one grand prize winner in each city will also win a \$1,000 gift card, compliments of Advil® Congestion Relief, to help ease the stress on their wallet this holiday season.

"We know that congestion, either a stuffy nose or a crowded mall, can really put a damper on the busy holiday season," says Kristin Shea, Franchise Lead, Upper Respiratory and Allergy, Pfizer Consumer Healthcare. "We're offering consumers two new solutions this season: new Advil® Congestion Relief that tackles the real cause of their congestion – swelling due to nasal inflammation – and personal Black Friday 'Decongesters' to provide 100 lucky winners with literal relief from congested malls."

To enter for a chance to win, compliments of Advil® Congestion Relief, consumers can text the following to 89800 from Nov. 15 to Nov. 21:

-- "Advil1" – NJ (Newport Centre Mall, Jersey City, N.J.)

-- "Advil2" – Atlanta (Mall of Georgia, Atlanta, Ga.)

- "Advil3" – Chicago (Orland Square, Orland Park, Ill.)
- "Advil4" – Dallas (Grapevine Mills, Grapevine, Texas)
- "Advil5" – San Francisco (Stoneridge Mall, Pleasanton, Calif.)

### **About Advil® Congestion Relief**

Just in time for the cold and flu season, Advil® Congestion Relief is the right sinus medicine for the real problem as it directly treats what is often the real cause of congestion – swelling due to nasal inflammation. Available in the cough and cold aisle, it is a unique combination of Ibuprofen and Phenylephrine, a nasal decongestant, that provides relief from sinus pressure, nasal swelling and congestion and headache. Advil® Congestion Relief is now available at major retailers nationwide.

### **Pfizer Inc.: Working together for a healthier world™**

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at [www.pfizer.com](http://www.pfizer.com).

(1) Opinion Research Inc. conducted a national telephone survey of 1,000 adults, age 18 or older living in the continental United States. The survey was completed during the period Oct. 20-26, 2010. The survey was funded by Pfizer.

Rick Goulart, +1-212-733-7457