



# ADVIL® BECOMES OFFICIAL PAIN RELIEVER OF THE NATIONAL HOCKEY LEAGUE AND THE 30 TEAM ATHLETIC TRAINERS

Monday, September 30, 2013 - 06:00am

NEW YORK, N.Y., September 30 – Pfizer Consumer Healthcare, a unit of Pfizer, Inc. (NYSE: PFE) and the maker of Advil®, the #1 selling over-the-counter pain reliever in the United States, and the National Hockey League (NHL) today announced Advil® is an Official Partner and the Official Pain Reliever of the NHL® and the 30 NHL athletic trainers in North America for the 2013-14 season. Under the agreement, Advil® is also an Official Partner and the Official Pain Reliever of the 2014 Bridgestone NHL Winter Classic® and the 2014 Coors Light NHL Stadium Series™.

As an official partner of the NHL, Advil® will receive significant media exposure, including prominent in-ice brand position, camera-visible dashboards and placement at accompanying fan festivals of League tent-pole events. Advil® will also benefit from custom integration throughout all NHL-controlled media properties including NHL.com, NHL Network™ and NHL Social™, in addition to the League's U.S. national broadcast partner, NBC Sports Group.

“The Advil® brand has joined the NHL family at a very exciting time,” said Dave Lehanski, senior vice president, Integrated Sales, NHL. “With the most ambitious series of big events in League history planned for this season – six outdoor games over 61 days – we are delivering unprecedented fan engagement while offering our partners more opportunities to activate than ever before.”

"The NHL deal provides a terrific platform for driving the launch of our new, fast acting Advil® line," said Brian Groves, U.S. chief marketing officer at Pfizer Consumer Healthcare. "Advil® is built to be as fast as it is tough. We see the players and the League as embodying the fast acting Advil® promise of fast recovery from tough pain."

### **About Advil®**

Advil® is the number-one selling over-the-counter pain reliever in the United States. Advil® provides relief from multiple aches and pains -- including headaches, backaches, muscle aches and minor arthritis pains. The Advil® line of products also includes Children's Advil®, Advil® PM, Advil® Cold & Sinus, Advil® Allergy Sinus, and Advil® Congestion Relief and the new fast acting Advil®, available in stores now. Use as directed.

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

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care 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 one of the world's premier innovative biopharmaceutical companies, we 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, please visit us at [www.pfizer.com](http://www.pfizer.com).

### **About the NHL**

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL® consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other sport. The NHL entertains more than 250 million fans each season in-arena and through its partners in national television (NBCSN, NBC, TSN, CBC, RDS, RIS, and NHL Network™) and radio (NHL Radio™, Sirius XM Radio). Through the NHL Foundation, the League's charitable arm, the NHL raises money and

awareness for Hockey Fights Cancer™ and NHL Youth Development, and supports the charitable efforts of NHL players. For more information on the NHL, log on to NHL.com.

# # # # #

Pfizer Media Contact: MacKay Jimeson MacKay.Jimeson@pfizer.com (212) 733-2324 NHL  
Kerry McGovern kmcgovern@nhl.com (212) 789-2172