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21 UNITED STATES DISTRICT COURT  
22 NORTHERN DISTRICT OF CALIFORNIA  
23 SAN FRANCISCO DIVISION

24 JAMIE PETTIT, et al, individuals, on behalf of  
25 themselves, the general public and those similarly  
26 situated,

27 Plaintiffs,

28 v.

PROCTER & GAMBLE COMPANY; AND  
DOES 1 THROUGH 50,

Defendants.

CASE NO. 3:15-cv-2150 RS

UNLIMITED CIVIL CASE

**DECLARATION OF JEANNE C.  
FINEGAN, APR CONCERNING  
PROPOSED CLASS MEMBER  
NOTIFICATION PROGRAM**

Date: December 5, 2018

Time: 1:30 p.m.

Courtroom 3, 17<sup>th</sup> Floor

Judge: Hon. Richard Seeborg

1 I, JEANNE C. FINEGAN declare as follows:  
2

3 **INTRODUCTION**

4 1. I am President and Chief Media Officer of HF Media, LLC, Inc. (“HF”) a division  
5 of Heffler Claims Group LLC (“Heffler”). This Declaration is based upon my personal knowledge  
6 as well as information provided to me by my associates and staff, including information  
7 reasonably relied upon in the fields of advertising media and communications.

8 2. Heffler has been engaged by the parties to this litigation to develop and implement  
9 a proposed legal notice program as part of the parties’ proposed class action settlement. This  
10 proposed program is highly targeted and well-designed to reach Class Members by employing  
11 best-in-class tools and technology. It applies the most current approach to notice by combining  
12 traditional media through three magazines, which have a combined circulation of 10,794,411, and  
13 over 87 million online and social impressions with cross device targeting on desktop and mobile,  
14 as well as a press release.

15 3. This Declaration describes my experience in designing and implementing notices  
16 and notice programs, as well as my credentials to opine on the overall adequacy of the proposed  
17 notice effort. This Declaration will also describe the proposed notice program and address why  
18 this comprehensive proposed program is consistent with other best practicable court-approved  
19 notice programs and the requirements of Fed. Civ. P. 23(c)(2)(B) and the Federal Judicial Center  
20 (“FJC”) guidelines<sup>1</sup> for Best Practicable Due Process notice.

21 4. The notice program, described hereinafter, is estimated to reach nationwide<sup>2</sup> 72  
22 percent of the target audience, *i.e.*, Charmin Freshmates users, with an average frequency of 2.6  
23 times.

24 **QUALIFICATIONS**

25 5. I have more than 30 years of relevant communications and advertising experience. I  
26 am a member of the Board of Directors for the Alliance for Audited Media (“AAM”). I am the  
27 only Notice Expert accredited in Public Relations (APR) by the Universal Accreditation Board, a  
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<sup>1</sup> Notice Checklist and Plain Language Guide (2010) (“Judges’ Class Action Notice and Claims Process Checklist and Plain Language Guide”).

<sup>2</sup> Reach Calculation is reported for the U.S. only. Neither, MRI nor comScore report net target audience reach projections for Territories. comScore provides only limited demographic audience coverage in Puerto Rico.

1 program administered by the Public Relations Society of America. Further, I have provided  
2 testimony before Congress on issues of notice. I have lectured, published and been cited  
3 extensively on various aspects of legal noticing, product recall, and crisis communications, and  
4 have served the Consumer Product Safety Commission (CPSC) as an expert to determine ways in  
5 which the CPSC can increase the effectiveness of its product recall campaigns. More recently, I  
6 have been extensively involved as a contributing author for “*Guidelines and Best Practices*  
7 *Implementing 2018 Amendments to Rule 23 Class Action Settlement Provisions*” published by  
8 Duke University School of Law.

9 6. I have served as an expert, with day-to-day operational responsibilities and direct  
10 responsibility for the design and implementation of hundreds of class action notice programs,  
11 some of which are the largest and most complex programs ever implemented in both the United  
12 States and Canada. My work includes a wide range of class actions and regulatory and consumer  
13 matters, the subject matters of which has included product liability, construction defect, antitrust,  
14 asbestos, medical, pharmaceutical, human rights, civil rights, telecommunications, media,  
15 environmental, securities, banking, insurance and bankruptcy.

16 7. Additionally, I have been at the forefront of modern notice, including plain  
17 language as noted in a RAND study<sup>3</sup>, and importantly, I was the first Notice Expert to integrate  
18 digital media and social media into court approved legal notice programs. My recent work  
19 includes:

- 20 • *Carter v Forjas Taurus S.S., Taurus International Manufacturing, Inc.*, Case  
21 No. 1:13-CV-24583 PAS (S.D. Fla. 2016);
- 22 • *In re: Blue Buffalo Marketing and Sales Practices Litigation*, No. 14-md-  
23 02562-RWS (E.D. Mo. 2016); and
- 24 • *In re: TracFone Unlimited Service Plan Litigation*, No. C-13-3440 EMC (N.D.  
25 Cal. 2015).

26 8. As further reference, in evaluating the adequacy and effectiveness of my notice  
27 programs, courts have repeatedly recognized my work as an expert. For example, in:

- 28 (a) ***Carter v Forjas Taurus S.S., Taurus International Manufacturing, Inc.***, Case No. 1:13-  
CV-24583 PAS (S.D. Fla. 2016). In her Final Order and Judgment Granting Plaintiffs  
Motion for Final Approval of Class Action Settlement, the Honorable Patricia Seitz  
stated:

“*The Court considered the extensive experience of Jeanne C. Finegan and the notice  
program she developed. ...There is no national firearms registry and Taurus sale records*”

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<sup>3</sup> Deborah R. Hensler et al., CLASS ACTION DILEMMAS, PURSUING PUBLIC GOALS FOR PRIVATE GAIN. RAND (2000).

1           do not provide names and addresses of the ultimate purchasers... Thus the form and  
2           method used for notifying Class Members of the terms of the Settlement was the best notice  
3           practicable. ...The court-approved notice plan used peer-accepted national research to  
4           identify the optimal traditional, online, mobile and social media platforms to reach the  
5           Settlement Class Members.”

6           9.           Additionally, in the January 20, 2016, Transcript of Class Notice Hearing, p. 5  
7           Judge Seitz, gave accolades to my work, noting:

8                     *“I would like to compliment Ms. Finegan and her company because I was quite impressed  
9                     with the scope and the effort of communicating with the Class.”*

10           (b) ***In Re: Blue Buffalo Company, Ltd., Marketing and Sales Practices Litigation***, Case  
11           No. 4:14-MD-2562 RWS (E.D. Mo. 2015), (Hearing for Final Approval, May 19,  
12           2016 transcript p. 49). During the Hearing for Final Approval, the Honorable Rodney  
13           Sippel said:

14                     *“It is my finding that notice was sufficiently provided to class members in the manner  
15                     directed in my preliminary approval order and that notice met all applicable requirements  
16                     of due process and any other applicable law and considerations.”*

17           (c) ***In re: Skechers Toning Shoes Products Liability Litigation, No. 3:11-MD-2308-TBR***  
18           (W.D. Ky. 2012). In his Final Order and Judgment granting the Motion for  
19           Preliminary Approval of Settlement, the Honorable Thomas B. Russell stated:

20                     *“... The comprehensive nature of the class notice leaves little doubt that, upon receipt,  
21                     class members will be able to make an informed and intelligent decision about  
22                     participating in the settlement.”*

23           (d) ***Quinn v. Walgreen Co., Wal-Mart Stores Inc., 7:12 CV-8187-VB*** (NYSD) (Jt Hearing  
24           for Final App, March. 5, 2015, transcript page 40-41). During the Hearing on Final  
25           Approval of Class Action, the Honorable Vincent L. Briccetti gave accolades to my  
26           work, noting:

27                     *“The notice plan was the best practicable under the circumstances. ... [and] the proof is  
28                     in the pudding. ... So the notice has reached a lot of people and a lot of people have made  
                      claims.”*

                  (e) ***DeHoyos, et al. v. Allstate Ins. Co., No. SA-01-CA-1010*** (W.D.Tx. 2001). In the  
                  Amended Final Order and Judgment Approving Class Action Settlement, the  
                  Honorable Fred Biery stated:

*“[T]he undisputed evidence shows the notice program in this case was developed and  
                  implemented by a nationally recognized expert in class action notice programs. ... This  
                  program was vigorous and specifically structured to reach the African-American and  
                  Hispanic class members. Additionally, the program was based on a scientific methodology  
                  which is used throughout the advertising industry and which has been routinely embraced  
                  routinely [sic] by the Courts. Specifically, in order to reach the identified targets directly*

1           *and efficiently, the notice program utilized a multi-layered approach which included*  
2           *national magazines; magazines specifically appropriate to the targeted audiences; and*  
3           *newspapers in both English and Spanish.”*

4           10.       Additionally, I have published extensively on various aspects of legal noticing,  
5           including the following publications and articles:

- 6           (a) Author, “Creating a Class Notice Program that Satisfies Due Process” Law360 New York  
7           (February 13, 2018 12:58 PM ET).
- 8           (b) Author, “3 Considerations for Class Action Notice Brand Safety,” Law360 New York  
9           (October 2, 2017 12:24 PM ET).
- 10          (c) Author, “What Would Class Action Reform Mean for Notice?” Law360, New York,  
11          (April 13, 2017 11:50 AM ET).
- 12          (d) Author, “Bots Can Silently Steal your Due Process Notice.” Wisconsin Law Journal, April  
13          2017.
- 14          (e) Author, “*Don’t Turn a Blind Eye to Bots. Ad Fraud and Bots are a Reality of the Digital*  
15          *Environment.*” LinkedIn article March 6, 2107.
- 16          (f) Co- Author, “Modern Notice Requirements Through the Lens of Eisen and Mullane” –  
17          *Bloomberg BNA Class Action Litigation Report*. 17 CLASS 1077. (October 14, 2016).
- 18          (g) Author, “Think All Internet Impressions are the Same? Think Again” – Law360.com, New  
19          York (March 16, 2016).
- 20          (h) Author, “Why Class Members Should See An Online Ad More Than Once” –  
21          Law360.com, New York (December 3, 2015).
- 22          (i) Author, ‘Being 'Media-Relevant' — What It Means And Why It Matters - Law360.com,  
23          New York (September 11, 2013, 2:50 PM ET).
- 24          (j) Co-Author, “New Media Creates New Expectations for Bankruptcy Notice Programs,”  
25          ABI Journal, Vol. XXX, No 9, November 2011.
- 26          (k) Quoted Expert, “Effective Class Action Notice Promotes Access to Justice: Insight from a  
27          New U.S. Federal Judicial Center Checklist,” Canadian Supreme Court Law Review,  
28          (2011), 53 S.C.L.R. (2d).
- 29          (l) Co-Author, with Hon. Dickran Tevrizian, “Expert Opinion: It’s More Than Just a  
30          Report...Why Qualified Legal Experts Are Needed to Navigate the Changing Media  
31          Landscape,” BNA Class Action Litigation Report, 12 CLASS 464, 5/27/11.
- 32          (m) Co-Author, with Hon. Dickran Tevrizian, “Your Insight: It’s More Than Just a  
33          Report...Why Qualified Legal Experts Are Needed to Navigate the Changing Media  
34          Landscape, TXLR, Vol. 26, No. 21, 5/26/2011.

- 1 (n) Author, Five Key Considerations for a Successful International Notice Program, BNA  
Class Action Litigation Report, 4/9/10 Vol. 11, No. 7 p. 343.
- 2 (o) Quoted: Technology Trends Pose Novel Notification Issues for Class Litigators, BNA  
3 Electronic Commerce and Law Report, 15, ECLR 109, 1/27/10.
- 4 (p) Author, Legal Notice: R U ready 2 adapt? BNA Class Action Litigation Report, Vol. 10,  
5 No. 14, 7/24/2009, pp. 702-703.
- 6 (q) Author, On Demand Media Could Change the Future of Best Practicable Notice, BNA  
Class Action Litigation Report, Vol. 9, No. 7, 4/11/2008, pp. 307-310.
- 7 (r) Quoted in, Warranty Conference: Globalization of Warranty and Legal Aspects of  
8 Extended Warranty, Warranty Week, February 28, 2007, available at  
9 [www.warrantyweek.com/archive/ww20070228.html](http://www.warrantyweek.com/archive/ww20070228.html).
- 10 (s) Co-Author, Approaches to Notice in State Court Class Actions, For The Defense, Vol. 45,  
11 No. 11, November, 2003.
- 12 (t) Author, The Web Offers Near, Real-Time Cost Efficient Notice, American Bankruptcy  
13 Institute Journal, Vol. XXII, No. 5, 2003.
- 14 (u) Author, Determining Adequate Notice in Rule 23 Actions, For The Defense, Vol. 44, No.  
15 9, September, 2002.
- 16 (v) Co-Author, The Electronic Nature of Legal Noticing, American Bankruptcy Institute  
17 Journal, Vol. XXI, No. 3, April, 2002.
- 18 (w) Author, Three Important Mantras for CEO's and Risk Managers in 2002, International  
19 Risk Management Institute, [irmi.com/](http://irmi.com/), January, 2002.
- 20 (x) Co-Author, Used the Bat Signal Lately, The National Law Journal, Special Litigation  
21 Section, February 19, 2001.
- 22 (y) Author, How Much is Enough Notice, Dispute Resolution Alert, Vol. 1, No. 6, March,  
23 2001.
- 24 (z) Author, High-Profile Product Recalls Need More Than the Bat Signal, International Risk  
25 Management Institute, [irmi.com/](http://irmi.com/), July 2001.
- 26 (aa) Author, The Great Debate - How Much is Enough Legal Notice? American Bar  
27 Association -- Class Actions and Derivatives Suits Newsletter, Winter 1999.
- 28 (bb) Author, What are the best practicable methods to give notice? Georgetown University Law  
Center Mass Tort Litigation Institute, CLE White Paper: Dispelling the communications  
myth -- A notice disseminated is a notice communicated, November 1, 2001.

11. In addition, I have lectured or presented extensively on various aspects of legal  
noticing. A sample list includes the following:

- 1 a) American Bar Association Faculty Panelist, 4<sup>th</sup> Annual Western Regional CLE Class  
2 Actions: “Big Brother, Information Privacy, and Class Actions: How Big Data and Social  
3 Media are Changing the Class Action Landscape,” San Francisco, CA, June, 2017.
- 4 b) Miami Law Class Action & Complex Litigation Forum, Faculty Panelist, “Settlement and  
5 Resolution of Class Actions.” Miami. FL, December 2, 2016.
- 6 c) The Knowledge Group, Faculty Panelist, “Class Action Settlements: Hot Topics 2016 and  
7 Beyond,” Live Webcast, [www.theknowledgegroup.org/](http://www.theknowledgegroup.org/), October 2016.
- 8 d) BA National Symposium, Faculty Panelist, “Ethical Considerations in Settling Class  
9 Actions,” New Orleans, LA March 2016.
- 10 e) SF Banking Attorney Association, Speaker, “How a Class Action Notice can Make or  
11 Break your Client’s Settlement,” San Francisco, CA May 2015.
- 12 f) Perrin Class Action Conference, Faculty Panelist, “Being Media Relevant, What it Means  
13 and Why It Matters – The Social Media Evolution: Trends Challenges and Opportunities,”  
14 Chicago, IL May 2015
- 15 g) Bridgeport Continuing Ed. Faculty Panelist, “Media Relevant in the Class Notice  
16 Context,” April 2014.
- 17 h) CASD 5<sup>th</sup> Annual Speaker, “The Impact of Social Media on Class Action Notice.”  
18 Consumer Attorneys of San Diego Class Action Symposium, San Diego, California,  
19 September 2012.
- 20 i) Law Seminars International, Speaker, “Class Action Notice: Rules and Statutes Governing  
21 FRCP (b)(3) Best Practicable... What constitutes a best practicable notice? What  
22 practitioners and courts should expect in the new era of online and social media.”  
23 Chicago, IL, October 2011.
- 24 j) CLE International, Faculty Panelist, Building a Workable Settlement Structure, CLE  
25 International, San Francisco, California May, 2011.
- 26 k) Consumer Attorneys of San Diego (CASD), Faculty Panelist, “21st Century Class Notice  
27 and Outreach,” 2nd Annual Class Action Symposium CASD Symposium, San Diego,  
28 California, October 2010.
- l) Consumer Attorneys of San Diego (CASD), Faculty Panelist, “The Future of Notice,” 2nd  
Annual Class Action Symposium CASD Symposium, San Diego, California, October  
2009.
- m) American Bar Association, Speaker, 2008 Annual Meeting, “Practical Advice for Class  
Action Settlements: The Future of Notice In the United States and Internationally –  
Meeting the Best Practicable Standard.”
- n) American Bar Association, Section of Business Law Business and Corporate Litigation  
Committee – Class and Derivative Actions Subcommittee, New York, NY, August 2008.

- 1 (o) Faculty Panelist, Women Lawyers Association of Los Angeles (WLALA) CLE  
Presentation, "The Anatomy of a Class Action." Los Angeles, CA, February 2008.
- 2 (p) Faculty Panelist, Practising Law Institute (PLI) CLE Presentation, 11th Annual Consumer  
3 Financial Services Litigation. Presentation: Class Action Settlement Structures --  
4 "Evolving Notice Standards in the Internet Age." New York/Boston (simulcast) March,  
2006; Chicago, April, 2006; and San Francisco, May 2006.
- 5 (q) Expert Panelist, U.S. Consumer Product Safety Commission. I was the only legal notice  
6 expert invited to participate as an expert to the Consumer Product Safety Commission to  
7 discuss ways in which the CPSC could enhance and measure the recall process. As an  
8 expert panelist, I discussed how the CPSC could better motivate consumers to take action  
9 on recalls and how companies could scientifically measure and defend their outreach  
efforts. Bethesda, MD, September 2003.
- 10 (r.) Expert Speaker, American Bar Association. Presentation: "How to Bullet-Proof Notice  
11 Programs and What Communication Barriers Present Due Process Concerns in Legal  
12 Notice," ABA Litigation Section Committee on Class Actions & Derivative Suits,  
Chicago, August 6, 2001.

13 12. A comprehensive description of my credentials and experience that qualify me to  
14 provide expert opinions on the adequacy of class action notice programs is attached as **Exhibit A**.

#### 15 NOTICE PROGRAM SUMMARY

16 13. The proposed notice program for this settlement is designed to inform Class  
17 Members of the proposed class action settlement between Plaintiffs and P&G as described in the  
18 Settlement Agreement. In the Settlement Agreement, the settlement class is defined as:

19 All Persons who purchased the Product in the United States between April 6, 2011 and the  
20 date of Preliminary Approval, excluding purchases made in the State of New York and  
21 purchases made for purposes of resale.

22 14. The proposed notice program includes the following components:

- 23 • CAFA Notice to appropriate state and federal government officials;
- 24 • Magazine ads will be published in three publications specifically targeted to  
reach class members in English with Spanish subheads;
- 25 • Online display banner advertising specifically targeted to reach Class Members  
26 in English and Spanish;
- 27 • A press release in English and Spanish across PR Newswire's US1 Newslines  
and US Hispanic Newslines;
- 28 • Social media through Facebook and Instagram;



- An informational website will be established on which the notices and other important Court documents will be posted; and
- A toll-free information line will be established by which Class Members can call 24/7 for more information about the Settlement, including, but not limited to, requesting copies of the Long Form Notice or Claim Form.

**DIRECT NOTICE**

15. I have been informed by counsel that there are no reasonably available email or physical addresses for class members that could be used for direct outreach, which in my experience is not unusual for a consumer settlement of this type.

**CAFA NOTICE**

16. Heffler will provide notice of the proposed Settlement under CAFA 28 U.S.C. §1715(b) to appropriate state and federal government officials. Upon completion of the notice program, a detailed report of the mailing will be provided to this Court.

**METHODOLOGY FOR PUBLICATION/INTERNET NOTICE**

17. To appropriately design and target the publication component of the notice program, HF Media utilized a methodology accepted by the advertising industry and embraced by courts in the United States.

18. Accordingly, we are guided by well-established principles of communication and utilize best-in-class nationally syndicated media research data provided by GfK Mediamark Research and Intelligence, LLC,<sup>4</sup> (“MRI”) and online measurement currency comScore<sup>5</sup>, among others, to provide media consumption habits and audience delivery verification of the potentially affected population. Based on this research, our cutting-edge approach to notice focuses on the quality of media exposure, engagement, and appropriate media environment.

19. These data resources are used by advertising agencies nationwide as the basis to

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<sup>4</sup> GfK MRI's *Survey of the American Consumer*® (“MRI”) is the industry standard for magazine audience ratings in the U.S. and is used in the majority of media and marketing agencies in the country. MRI provides comprehensive reports on demographic, lifestyle, product usage and media exposure.

<sup>5</sup> comScore is a global Internet information provider on which leading companies and advertising agencies rely for consumer behavior insight and Internet usage data. comScore maintains a proprietary database of more than 2 million consumers who have given comScore permission to monitor their browsing and transaction behavior, including online and offline purchasing. This data includes and fuses 1<sup>st</sup> party, (website data), second party (data shared by websites for marketing purposes) and 3<sup>rd</sup> party data, tied to offline purchasing behavior.

1 select the most appropriate media to reach specific target audiences. The resulting key findings are  
2 instrumental in our selection of media channels and outlets for determining the estimated net  
3 audience reached through this legal notice program. Specifically, this research identifies which  
4 media channels are favored by the target audience (*i.e.*, the Class Members). For instance,  
5 browsing behaviors on the Internet, social media channels that are used, and which magazines  
6 Class Members are reading.

6 20. For this program, HF Media employs the best-in-class tools and technology in order  
7 to appropriately target Class Members and appropriately measure and validate audience delivery  
8 using Media Ratings Counsel accepted third-party validation of media. By utilizing these media  
9 research tools, we can create target audience characteristics or segments, and then select the most  
10 appropriate media and communication methods to best reach them.

11 21. This media research technology allows us to fuse data and accurately report to the  
12 Court the percentage of the target audience that will be reached by the notice component and how  
13 many times the target audience had the opportunity to see the message. In advertising, this is  
14 commonly referred to as a “Reach and Frequency” analysis, where “Reach” refers to the estimated  
15 percentage of the unduplicated audience exposed to the campaign, and “Frequency” refers to how  
16 many times, on average, the target audience had the opportunity to see the message. The  
17 calculations are used by advertising and communications firms worldwide and have become a  
18 critical element to help provide the basis for determining adequacy of notice in class actions.

19 22. Additionally, we are the first notice experts to actively monitor, mitigate and cull  
20 non-human (ad fraud bot traffic) from digital notice programs. Consistent with our recent  
21 successfully implemented court approved notice programs for *Landes v. Sony Mobile*  
22 *Communications* Case No. 2:17-cv-2264-JFB-SL (E.D.N.Y.), and *N.P. v Standard Innovation*  
23 *Corp.*, Case No. 1:16-cv-8655 (N.D. Ill.), we will take active steps on multiple levels to monitor,  
24 mitigate and adjust for this type of traffic. This non-human traffic will be identified and culled  
25 from our final reach calculations reported to the court.

### 26 **TARGET AUDIENCE MEDIA USE AND KEY INSIGHTS**

27 23. According to MRI<sup>6</sup>, there are over 4,060,000 consumers of Charmin Freshmates.  
28 Over 85 percent of this target audience have been online over the last 30 days. Over 77 percent  
use their smartphone to go online. Additionally, 66 percent have visited Facebook in the last 30

<sup>6</sup> Data: MRI Spring 2017/ comScore Media Metrix Dec. 2017

1 days.

2 **MAGAZINES**

3 24. Based on the key insight data from MRI summarized above, the magazines below  
4 were selected based on the highest coverage and index<sup>7</sup> against the target audience characteristics.

5 25. *Good Housekeeping* is published monthly, with a circulation of 4,309,329. The  
6 summary notice will be published once as a half-page, black and white ad with a Spanish subhead.

7 26. *National Geographic* is published monthly, with a circulation of 3,066,534. The  
8 summary notice will be published once as a half-page, black and white ad with a Spanish subhead.

9 27. *People Magazine* is a weekly magazine with a circulation of 3,418,548. The  
10 summary notice will be published once as half-page, black and white ad with a Spanish subhead.

11 28. Combined, the magazines in this plan provide a circulation of 10,794,411 with  
12 more than 90,000,000 readers<sup>8</sup>.

13 **PUBLICATION ELEMENTS – ONLINE DISPLAY AND SOCIAL MEDIA**

14 29. This campaign will target adults 25-54 who are, based upon MRI research, the  
15 primary demographic of Charmin Freshmates consumers. Online display ads will be served to this  
16 target group across a whitelist of pre-vetted websites, multiple exchanges, and the social media  
17 platforms Facebook and Instagram. Impressions will be weighted in states where MRI research  
18 identifies the greatest use of Freshmates. The top indexing states include: New Jersey, Virginia,  
19 Georgia, Florida, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, Ohio,  
20 Illinois, Michigan, Wisconsin, Nebraska & Kansas. In accordance with the class definition, the  
21 online program will negatively target (exclude) residents of New York.

22 30. Further, it is our intention to employ contextual targeting to sites whose content  
23 features keywords related to Charmin Freshmates and this litigation. Example content includes  
24 pages with keywords such as Charmin Freshmates, Charmin wipes, Freshmates coupons, moist  
25 wipes, wipes coupons, wipes class action, and Charmin class action, among others. A similar list

25 <sup>7</sup> Index is a media metric that describes a target audience's inclination to use a given outlet. An index over 100  
26 suggests a target population's inclination to use a medium to a greater degree than the rest of the population. For  
27 example, an index of 157 would mean that the target is 57 percent more likely than the rest of the population to use a  
28 medium.

<sup>8</sup> Magazines report pass-along factors. These are individuals in addition to the subscriber that read a given title. Each  
magazine has specific pass along factor. *Good Housekeeping* reports a pass along of 4.52, and *People Magazine*  
reports a pass along of 11.19.

1 of keywords will be applied to keyword search targeting which shows advertisements to users in  
2 their Google search results. Online display ads will run in English and Spanish. We will also use  
3 pixel retargeting to provide additional reminders for those who have visited the website and did  
4 not complete a claim form.

#### 5 **SOCIAL MEDIA: FACEBOOK AND INSTAGRAM**

6 31. The Notice program will also target followers of Charmin's Facebook page, of  
7 which there are currently 1,059,700. Additional emphasis will be placed on Adults 25-54 with  
8 increased impressions in states with the highest use of Charmin Freshmates. High index states  
9 include: New Jersey, Virginia, Georgia, Florida, Tennessee, Alabama, Mississippi, Arkansas,  
10 Louisiana, Oklahoma, Texas, Ohio, Illinois, Michigan, Wisconsin, Nebraska & Kansas. The social  
11 media campaign will include retargeting to users who visit the Settlement website.

#### 12 **PRESS RELEASE**

13 32. A news release will be released in English and Spanish over PR Newswire's US1  
14 Newlines and U.S. Hispanic Newlines. PR Newswire delivers to thousands of print and  
15 broadcast newsrooms nationwide, as well as websites, databases and online services including  
16 featured placement in news sections of leading portals.

#### 17 **MEDIA MONITORING**

18 33. HF Media intends to monitor various media channels for subsequent news articles  
19 and various social mentions as a result of the press release efforts. A complete report on the  
20 results will be filed with the Court upon completion of the notice program.

#### 21 **OFFICIAL SETTLEMENT WEBSITE**

22 34. An informational website will be established and maintained by Heffler. All of the  
23 aforementioned methods of notice will direct class members to this website. The website will  
24 serve as a "landing page for the banner advertising," where Class Members may get information  
25 about the Settlement and obtain and/or submit a Claim Form, along with other information which  
26 includes information about the class action, their rights, the Long Form Notice (in both  
27 downloadable PDF format and HTML format with clickable table of contents), answers to  
28 frequently asked questions, contact information that includes the address for the Claim  
Administrator and addresses and telephone numbers for Plaintiffs' Counsel, a downloadable and

1 online version of the Claim Form, a downloadable and online version of the form by which  
2 Settlement Class Members may exclude themselves from the Settlement Class; and related  
3 information, including the Settlement Agreement, Court Orders, and Plaintiff's Motion for  
4 Approval of Fees, Expenses, and Class Representative Payments.

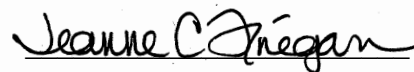
5  
6 **TOLL FREE INFORMATION LINE**

7 35. Additionally, Heffler will establish and maintain a 24-hour toll-free Interactive  
8 Voice Response ("IVR") telephone line, where callers may obtain information about the class  
9 action, including, but not limited to, requesting copies of the Long Form Notice or Claim Form.

10 **CONCLUSION**

11 36. In my opinion, the outreach efforts described above reflect a particularly  
12 appropriate, highly targeted, and contemporary way to employ notice to this class. Through a  
13 multi-media channel approach to notice, which employs print, digital, and social and mobile  
14 media, an estimated 72 percent of targeted Class Members will be reached by the media program,  
15 on average, 2.6 times. In my opinion, the efforts to be used in this proposed notice program are of  
16 the highest modern communication standards, are reasonably calculated to provide notice, and are  
17 consistent with best practicable court-approved notice programs in similar matters and the Federal  
18 Judicial Center's guidelines concerning appropriate reach.

19 37. I declare under the penalty of perjury, under the laws of the United States of  
20 America, that the foregoing is true and correct. Executed on October 29, 2018 in Tigard, Oregon.

21 

22 Jeanne C. Finegan  
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# Exhibit A



## JEANNE C. FINEGAN, APR

### BIOGRAPHY



Jeanne Finegan, APR, is President and Chief Media Officer of HF Media, LLC. (a division of Heffler Claims Group), named by *Diversity Journal* as one of the “Top 100 Women Worth Watching.” She is a member of the Board of Directors for the prestigious Alliance for Audited Media<sup>1</sup> (“AAM”) and a distinguished legal notice and communications expert with more than 30 years of communications and advertising experience.

During her tenure, she has planned and implemented over 1,000 high-profile, complex legal notice communication programs. She is a recognized notice expert in both the United States and in Canada, with extensive international notice experience spanning more than 140 countries and over 40 languages.

Ms. Finegan has lectured, published and has been cited extensively on various aspects of legal noticing, product recall and crisis communications. She has served the Consumer Product Safety Commission (CPSC) as an expert to determine ways in which the Commission can increase the effectiveness of its product recall campaigns. Further, she has planned and implemented large-scale government enforcement notice programs for the Federal Trade Commission (FTC) and the Securities and Exchange Commission (SEC). She was a lead contributing author for Duke University's School of Law, *Guidelines and Best Practices Implementing 2018 Amendments to Rule 23 Class Action Settlement Provisions.* Further, she has worked with the Special Settlement Administrator's team to assist with the outreach strategy for the historic Auto Airbag Settlement, In re: *Takata Airbag Products Liability Litigation* MDL 2599.

Ms. Finegan is accredited in Public Relations (APR) by the Universal Accreditation Board, which is a program administered by the Public Relations Society of America (PRSA), and is also a recognized member of the Canadian Public Relations Society (CPRS). She has served on examination panels for APR candidates and worked *pro bono* as a judge for prestigious PRSA awards.

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<sup>1</sup> Alliance for Audited Media (“AAM”) is the recognized leader in cross-media verification. It was founded in 1914 as the Audit Bureau of Circulations (ABC) to bring order and transparency to the media industry. Today, more than 4,000 publishers, advertisers, agencies and technology vendors depend on its data-driven insights, technology certification audits and information services to transact with trust.

Ms. Finegan has provided expert testimony before Congress on issues of notice, and expert testimony in both state and federal courts regarding notification campaigns. She has conducted numerous media audits of proposed notice programs to assess the adequacy of those programs under Fed R. Civ. P. 23(c)(2) and similar state class action statutes.

She was an early pioneer of plain language in notice (as noted in a RAND study,<sup>2</sup>) and continues to set the standard for modern outreach as the first notice expert to integrate social and mobile media into court approved legal notice programs.

In the course of her class action experience, courts have recognized the merits of, and admitted expert testimony based on, her scientific evaluation of the effectiveness of notice plans. She has designed legal notices for a wide range of class actions and consumer matters that include product liability, construction defect, antitrust, medical/pharmaceutical, human rights, civil rights, telecommunication, media, environment, government enforcement actions, securities, banking, insurance, mass tort, restructuring and product recall.

### **JUDICIAL COMMENTS AND LEGAL NOTICE CASES**

In evaluating the adequacy and effectiveness of Ms. Finegan's notice campaigns, courts have repeatedly recognized her excellent work. The following excerpts provide some examples of such judicial approval.

***Carter v Forjas Taurus S.S., Taurus International Manufacturing, Inc.***, Case No. 1:13-CV-24583 PAS (S.D. Fl. 2016). In her Final Order and Judgment Granting Plaintiffs Motion for Final Approval of Class Action Settlement, the Honorable Patricia Seitz stated:

***The Court considered the extensive experience of Jeanne C. Finegan and the notice program she developed. ...There is no national firearms registry and Taurus sale records do not provide names and addresses of the ultimate purchasers... Thus the form and method used for notifying Class Members of the terms of the Settlement was the best notice practicable. ...The court-approved notice plan used peer-accepted national research to identify the optimal traditional, online, mobile and social media platforms to reach the Settlement Class Members.***

Additionally, in January 20, 2016, Transcript of Class Notice Hearing, p. 5 Judge Seitz, gave accolades to Ms. Finegan, noting:

***I would like to compliment Ms. Finegan and her company because I was quite impressed with the scope and the effort of communicating with the Class.***

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<sup>2</sup> Deborah R. Hensler et al., CLASS ACTION DILEMMAS, PURSUING PUBLIC GOALS FOR PRIVATE GAIN. RAND (2000).



***Cook et. al v. Rockwell International Corp. and the Dow Chemical Co., No. 90-cv-00181- KLK (D.Colo. 2017).***, aka, *Rocky Flats Nuclear Weapons Plant Contamination*. In the Order Granting Final Approval, dated April 28, 2017, p.3, the Honorable John L. Kane said:

***The Court-approved Notice Plan, which was successfully implemented by [HF Media- emphasis added] (see Doc. 2432), constituted the best notice practicable under the circumstances. In making this determination, the Court finds that the Notice Plan that was implemented, as set forth in Declaration of Jeanne C. Finegan, APR Concerning Implementation and Adequacy of Class Member Notification (Doc. 2432), provided for individual notice to all members of the Class whose identities and addresses were identified through reasonable efforts, ... and a comprehensive national publication notice program that included, inter alia, print, television, radio and internet banner advertisements. ...Pursuant to, and in accordance with, Rule 23 of the Federal Rules of Civil Procedure, the Court finds that the Notice Plan provided the best notice practicable to the Class.***

***In re: Domestic Drywall Antitrust Litigation***, MDL. No. 2437, in the U.S. District Court for the Eastern District of Pennsylvania. For each of the four settlements, Finegan implemented and extensive outreach effort including traditional, online, social, mobile and advanced television and online video. In the Order Granting Preliminary Approval to the IPP Settlement, Judge Michael M. Baylson stated:

***“The Court finds that the dissemination of the Notice and summary Notice constitutes the best notice practicable under the circumstances; is valid, due, and sufficient notice to all persons... and complies fully with the requirements of the Federal rule of Civil Procedure.”***

***Warner v. Toyota Motor Sales, U.S.A. Inc., Case No 2:15-cv-02171-FMO FFMx (C.D. Cal. 2017).*** In the Order Re: Final Approval of Class Action Settlement; Approval of Attorney’s Fees, Costs & Service Awards, dated May 21, 2017, the Honorable Fernanedo M. Olguin stated:

***Finegan, the court-appointed settlement notice administrator, has implemented the mutliprong notice program. ...the court finds that the class notice and the notice process fairly and adequately informed the class members of the nature of the action, the terms of the proposed settlement, the effect of the action and release of claims, the class members’ right to exclude themselves from the action, and their right to object to the proposed settlement. (See Dkt. 98, PAO at 25-28).***

***Michael Allagas, et al., v. BP Solar International, Inc., et al., BP Solar Panel Settlement***, Case No. 3:14-cv-00560- SI (N.D. Cal., San Francisco Div. 2016). In the Order Granting Final Approval, Dated December 22, 2016, The Honorable Susan Illston stated:

***Class Notice was reasonable and constituted due, adequate and sufficient notice to all persons entitled to be provided with notice; and d. fully satisfied the requirements of***

***the Federal Rules of Civil Procedure, including Fed. R. Civ. P. 23(c)(2) and (e), the United States Constitution (including the Due Process Clause), the Rules of this Court, and any other applicable law.***

***Foster v. L-3 Communications EOTech, Inc. et al (6:15-cv-03519), Missouri Western District Court.***

***In the Court's Final Order, dated July 7, 2017, The Honorable Judge Brian Wimes stated: "The Court has determined that the Notice given to the Settlement Class fully and accurately informed members of the Settlement Class of all material elements of the Settlement and constituted the best notice practicable."***

***In re: Skechers Toning Shoes Products Liability Litigation, No. 3:11-MD-2308-TBR (W.D. Ky. 2012).*** In his Final Order and Judgment granting the Motion for Preliminary Approval of Settlement, the Honorable Thomas B. Russell stated:

***... The comprehensive nature of the class notice leaves little doubt that, upon receipt, class members will be able to make an informed and intelligent decision about participating in the settlement.***

***Brody v. Merck & Co., Inc., et al, No. 3:12-cv-04774-PGS-DEA (N.J.) (Jt Hearing for Prelim App, Sept. 27, 2012, transcript page 34).*** During the Hearing on Joint Application for Preliminary Approval of Class Action, the Honorable Peter G. Sheridan praised Ms. Finegan, noting:

***Ms. Finegan did a great job in testifying as to what the class administrator will do. So, I'm certain that all the class members or as many that can be found, will be given some very adequate notice in which they can perfect their claim.***

***Quinn v. Walgreen Co., Wal-Mart Stores Inc., 7:12 CV-8187-VB (NYSD) (Jt Hearing for Final App, March. 5, 2015, transcript page 40-41).*** During the Hearing on Final Approval of Class Action, the Honorable Vincent L. Briccetti gave accolades to Ms. Finegan, noting:

***"The notice plan was the best practicable under the circumstances. ... [and] "the proof is in the pudding. This settlement has resulted in more than 45,000 claims which is 10,000 more than the Pearson case and more than 40,000 more than in a glucosamine case pending in the Southern District of California I've been advised about. So the notice has reached a lot of people and a lot of people have made claims."***

***In Re: TracFone Unlimited Service Plan Litigation, No. C-13-3440 EMC (ND Ca).*** In the Final Order and Judgment Granting Class Settlement, July 2, 2015, the Honorable Edward M. Chen noted:

***"...[D]epending on the extent of the overlap between those class members who will automatically receive a payment and those who filed claims, the total claims rate is estimated to be approximately 25-30%. This is an excellent result..."***

***In Re: Blue Buffalo Company, Ltd., Marketing and Sales Practices Litigation***, Case No. 4:14-MD-2562 RWS (E.D. Mo. 2015), (Hearing for Final Approval, May 19, 2016 transcript p. 49). During the Hearing for Final Approval, the Honorable Rodney Sippel said:

***It is my finding that notice was sufficiently provided to class members in the manner directed in my preliminary approval order and that notice met all applicable requirements of due process and any other applicable law and considerations.***

***DeHoyos, et al. v. Allstate Ins. Co.***, No. SA-01-CA-1010 (W.D.Tx. 2001). In the Amended Final Order and Judgment Approving Class Action Settlement, the Honorable Fred Biery stated:

***[T]he undisputed evidence shows the notice program in this case was developed and implemented by a nationally recognized expert in class action notice programs. ... This program was vigorous and specifically structured to reach the African-American and Hispanic class members. Additionally, the program was based on a scientific methodology which is used throughout the advertising industry and which has been routinely embraced routinely [sic] by the Courts. Specifically, in order to reach the identified targets directly and efficiently, the notice program utilized a multi-layered approach which included national magazines; magazines specifically appropriate to the targeted audiences; and newspapers in both English and Spanish.***

***In re: Reebok Easytone Litigation***, No. 10-CV-11977 (D. MA. 2011). The Honorable F. Dennis Saylor IV stated in the Final Approval Order:

***The Court finds that the dissemination of the Class Notice, the publication of the Summary Settlement Notice, the establishment of a website containing settlement-related materials, the establishment of a toll-free telephone number, and all other notice methods set forth in the Settlement Agreement and [Ms. Finegan's] Declaration and the notice dissemination methodology implemented pursuant to the Settlement Agreement and this Court's Preliminary Approval Order... constituted the best practicable notice to Class Members under the circumstances of the Actions.***

***Bezdek v. Vibram USA and Vibram FiveFingers LLC***, No 12-10513 (D. MA) The Honorable Douglas P. Woodlock stated in the Final Memorandum and Order:

***...[O]n independent review I find that the notice program was robust, particularly in its online presence, and implemented as directed in my Order authorizing notice. ...I find that notice was given to the Settlement class members by the best means "practicable under the circumstances." Fed.R.Civ.P. 23(c)(2).***

***Gemelas v. The Dannon Company Inc.***, No. 08-cv-00236-DAP (N.D. Ohio). In granting final approval for the settlement, the Honorable Dan A. Polster stated:

***In accordance with the Court's Preliminary Approval Order and the Court-approved notice program, [Ms. Finegan] caused the Class Notice to be distributed on a nationwide basis in magazines and newspapers (with circulation numbers exceeding 81 million) specifically chosen to reach Class Members. ... The distribution of Class Notice constituted the best notice practicable under the circumstances, and fully satisfied the requirements of Federal Rule of Civil Procedure 23, the requirements of due process, 28 U.S.C. 1715, and any other applicable law.***

***Pashmova v. New Balance Athletic Shoes, Inc.***, 1:11-cv-10001-LTS (D. Mass.). The Honorable Leo T. Sorokin stated in the Final Approval Order:

***The Class Notice, the Summary Settlement Notice, the web site, and all other notices in the Settlement Agreement and the Declaration of [Ms Finegan], and the notice methodology implemented pursuant to the Settlement Agreement: (a) constituted the best practicable notice under the circumstances; (b) constituted notice that was reasonably calculated to apprise Class Members of the pendency of the Actions, the terms of the Settlement and their rights under the settlement ... met all applicable requirements of law, including, but not limited to, the Federal Rules of Civil Procedure, 28 U.S.C. § 1715, and the Due Process Clause(s) of the United States Constitution, as well as complied with the Federal Judicial Center's illustrative class action notices.***

***Hartless v. Clorox Company***, No. 06-CV-2705 (CAB) (S.D.Cal.). In the Final Order Approving Settlement, the Honorable Cathy N. Bencivengo found:

***The Class Notice advised Class members of the terms of the settlement; the Final Approval Hearing and their right to appear at such hearing; their rights to remain in or opt out of the Class and to object to the settlement; the procedures for exercising such rights; and the binding effect of this Judgment, whether favorable or unfavorable, to the Class. The distribution of the notice to the Class constituted the best notice practicable under the circumstances, and fully satisfied the requirements of Federal Rule of Civil Procedure 23, the requirements of due process, 28 U.S.C. §1715, and any other applicable law.***

***McDonough et al v. Toys 'R' Us et al***, No. 09:-cv-06151-AB (E.D. Pa.). In the Final Order and Judgment Approving Settlement, the Honorable Anita Brody stated:

***The Court finds that the Notice provided constituted the best notice practicable under the circumstances and constituted valid, due and sufficient notice to all persons entitled thereto.***

***In re: Pre-Filled Propane Tank Marketing & Sales Practices Litigation***, No. 4:09-md-02086-GAF (W.D. Mo.) In granting final approval to the settlement, the Honorable Gary A. Fenner stated:

***The notice program included individual notice to class members who could be identified by Ferrellgas, publication notices, and notices affixed to Blue Rhino propane tank cylinders sold by Ferrellgas through various retailers. ... The Court finds the notice program fully complied with Federal Rule of Civil Procedure 23 and the requirements of due process and provided to the Class the best notice practicable under the circumstances.***

***Stern v. AT&T Mobility Wireless***, No. 09-cv-1112 CAS-AGR (C.D.Cal. 2009). In the Final Approval Order, the Honorable Christina A. Snyder stated:

***[T]he Court finds that the Parties have fully and adequately effectuated the Notice Plan, as required by the Preliminary Approval Order, and, in fact, have achieved better results than anticipated or required by the Preliminary Approval Order.***

***In re: Processed Egg Prods. Antitrust Litig.***, MDL No. 08-md-02002 (E.D.P.A.). In the Order Granting Final Approval of Settlement, Judge Gene E.K. Pratter stated:

***The Notice appropriately detailed the nature of the action, the Class claims, the definition of the Class and Subclasses, the terms of the proposed settlement agreement, and the class members' right to object or request exclusion from the settlement and the timing and manner for doing so.... Accordingly, the Court determines that the notice provided to the putative Class Members constitutes adequate notice in satisfaction of the demands of Rule 23.***

***In re Polyurethane Foam Antitrust Litigation***, 10- MD-2196 (N.D. OH). In the Order Granting Final Approval of Voluntary Dismissal and Settlement of Defendant Domfoam and Others, the Honorable Jack Zouhary stated:

***The notice program included individual notice to members of the Class who could be identified through reasonable effort, as well as extensive publication of a summary notice. The Notice constituted the most effective and best notice practicable under the circumstances of the Settlement Agreements, and constituted due and sufficient notice for all other purposes to all persons and entities entitled to receive notice.***

***Rojas v Career Education Corporation***, No. 10-cv-05260 (N.D.E.D. IL) In the Final Approval Order dated October 25, 2012, the Honorable Virginia M. Kendall stated:

***The Court Approved notice to the Settlement Class as the best notice practicable under the circumstance including individual notice via U.S. Mail and by email to the class members whose addresses were obtained from each Class Member's wireless carrier or from a commercially reasonable reverse cell phone number look-up service, nationwide magazine publication, website publication, targeted on-line advertising, and a press release. Notice has been successfully implemented and satisfies the requirements of the Federal Rule of Civil Procedure 23 and Due Process.***

***Golloher v Todd Christopher International, Inc. DBA Vogue International (Organix)***, No. C 1206002 N.D CA. In the Final Order and Judgment Approving Settlement, the Honorable Richard Seeborg stated:

***The distribution of the notice to the Class constituted the best notice practicable under the circumstances, and fully satisfied the requirements of Federal Rule of Civil Procedure 23, the requirements of due process, 28 U.S.C. §1715, and any other applicable law.***

***Stefanyshyn v. Consolidated Industries***, No. 79 D 01-9712-CT-59 (Tippecanoe County Sup. Ct., Ind.). In the Order Granting Final Approval of Settlement, Judge Randy Williams stated:

***The long and short form notices provided a neutral, informative, and clear explanation of the Settlement. ... The proposed notice program was properly designed, recommended, and implemented ... and constitutes the “best practicable” notice of the proposed Settlement. The form and content of the notice program satisfied all applicable legal requirements. ... The comprehensive class notice educated Settlement Class members about the defects in Consolidated furnaces and warned them that the continued use of their furnaces created a risk of fire and/or carbon monoxide. This alone provided substantial value.***

***McGee v. Continental Tire North America, Inc. et al***, No. 06-6234-(GEB) (D.N.J.).

***The Class Notice, the Summary Settlement Notice, the web site, the toll-free telephone number, and all other notices in the Agreement, and the notice methodology implemented pursuant to the Agreement: (a) constituted the best practicable notice under the circumstances; (b) constituted notice that was reasonably calculated to apprise Class Members of the pendency of the Action, the terms of the settlement and their rights under the settlement, including, but not limited to, their right to object to or exclude themselves from the proposed settlement and to appear at the Fairness Hearing; (c) were reasonable and constituted due, adequate and sufficient notice to all persons entitled to receive notification; and (d) met all applicable requirements of law, including, but not limited to, the Federal Rules of Civil Procedure, 20 U.S.C. Sec. 1715, and the Due Process Clause(s) of the United States Constitution, as well as complied with the Federal Judicial Center’s illustrative class action notices,***

***Varacallo, et al. v. Massachusetts Mutual Life Insurance Company, et al.***, No. 04-2702 (JLL) (D.N.J.). The Court stated that:

***[A]ll of the notices are written in simple terminology, are readily understandable by Class Members, and comply with the Federal Judicial Center's illustrative class action notices. ... By working with a nationally syndicated media research firm, [Finegan’s***

***firm] was able to define a target audience for the MassMutual Class Members, which provided a valid basis for determining the magazine and newspaper preferences of the Class Members. (Preliminary Approval Order at p. 9). . . . The Court agrees with Class Counsel that this was more than adequate. (Id. at § 5.2).***

***In re: Nortel Network Corp., Sec. Litig.***, No. 01-CV-1855 (RMB) Master File No. 05 MD 1659 (LAP) (S.D.N.Y.). Ms. Finegan designed and implemented the extensive United States and Canadian notice programs in this case. The Canadian program was published in both French and English, and targeted virtually all investors of stock in Canada. See [www.nortelsecuritieslitigation.com](http://www.nortelsecuritieslitigation.com). Of the U.S. notice program, the Honorable Loretta A. Preska stated:

***The form and method of notifying the U.S. Global Class of the pendency of the action as a class action and of the terms and conditions of the proposed Settlement ... constituted the best notice practicable under the circumstances, and constituted due and sufficient notice to all persons and entities entitled thereto.***

Regarding the B.C. Canadian Notice effort: *Jeffrey v. Nortel Networks*, [2007] BCSC 69 at para. 50, the Honourable Mr. Justice Groberman said:

***The efforts to give notice to potential class members in this case have been thorough. There has been a broad media campaign to publicize the proposed settlement and the court processes. There has also been a direct mail campaign directed at probable investors. I am advised that over 1.2 million claim packages were mailed to persons around the world. In addition, packages have been available through the worldwide web site [nortelsecuritieslitigation.com](http://nortelsecuritieslitigation.com) on the Internet. Toll-free telephone lines have been set up, and it appears that class counsel and the Claims Administrator have received innumerable calls from potential class members. In short, all reasonable efforts have been made to ensure that potential members of the class have had notice of the proposal and a reasonable opportunity was provided for class members to register their objections, or seek exclusion from the settlement.***

***Mayo v. Walmart Stores and Sam's Club***, No. 5:06 CV-93-R (W.D.Ky.). In the Order Granting Final Approval of Settlement, Judge Thomas B. Russell stated:

***According to defendants' database, the Notice was estimated to have reached over 90% of the Settlement Class Members through direct mail. The Settlement Administrator ... has classified the parties' database as 'one of the most reliable and comprehensive databases [she] has worked with for the purposes of legal notice.'... The Court thus reaffirms its findings and conclusions in the Preliminary Approval Order that the form of the Notice and manner of giving notice satisfy the requirements of Fed. R. Civ. P. 23 and affords due process to the Settlement Class Members.***

***Fishbein v. All Market Inc.***, (d/b/a Vita Coco) No. 11-cv-05580 (S.D.N.Y.). In granting final approval of the settlement, the Honorable J. Paul Oetken stated:

***"The Court finds that the dissemination of Class Notice pursuant to the Notice Program...constituted the best practicable notice to Settlement Class Members under the circumstances of this Litigation ... and was reasonable and constituted due, adequate and sufficient notice to all persons entitled to such notice, and fully satisfied the requirements of the Federal Rules of Civil Procedure, including Rules 23(c)(2) and (e), the United States Constitution (including the Due Process Clause), the Rules of this Court, and any other applicable laws."***

***Lucas, et al. v. Kmart Corp.***, No. 99-cv-01923 (D.Colo.), wherein the Court recognized Jeanne Finegan as an expert in the design of notice programs, and stated:

***The Court finds that the efforts of the parties and the proposed Claims Administrator in this respect go above and beyond the "reasonable efforts" required for identifying individual class members under F.R.C.P. 23(c)(2)(B).***

***In re: Johns-Manville Corp. (Statutory Direct Action Settlement, Common Law Direct Action and Hawaii Settlement)***, No 82-11656, 57, 660, 661, 665-73, 75 and 76 (BRL) (Bankr. S.D.N.Y.). The nearly half-billion dollar settlement incorporated three separate notification programs, which targeted all persons who had asbestos claims whether asserted or unasserted, against the Travelers Indemnity Company. In the Findings of Fact and Conclusions of a Clarifying Order Approving the Settlements, slip op. at 47-48 (Aug. 17, 2004), the Honorable Burton R. Lifland, Chief Justice, stated:

***As demonstrated by Findings of Fact (citation omitted), the Statutory Direct Action Settlement notice program was reasonably calculated under all circumstances to apprise the affected individuals of the proceedings and actions taken involving their interests, Mullane v. Cent. Hanover Bank & Trust Co., 339 U.S. 306, 314 (1950), such program did apprise the overwhelming majority of potentially affected claimants and far exceeded the minimum notice required. . . . The results simply speak for themselves.***

***Pigford v. Glickman and U.S. Department of Agriculture***, No. 97-1978. 98-1693 (PLF) (D.D.C.). This matter was the largest civil rights case to settle in the United States in over 40 years. The highly publicized, nationwide paid media program was designed to alert all present and past African-American farmers of the opportunity to recover monetary damages against the U.S. Department of Agriculture for alleged loan discrimination. In his Opinion, the Honorable Paul L. Friedman commended the parties with respect to the notice program, stating;

***The parties also exerted extraordinary efforts to reach class members through a massive advertising campaign in general and African American targeted publications and television stations. . . . The Court concludes that class members have received***



***more than adequate notice and have had sufficient opportunity to be heard on the fairness of the proposed Consent Decree.***

***In re: Louisiana-Pacific Inner-Seal Siding Litig.***, Nos. 879-JE, and 1453-JE (D.Or.). Under the terms of the Settlement, three separate notice programs were to be implemented at three-year intervals over a period of six years. In the first notice campaign, Ms. Finegan implemented the print advertising and Internet components of the Notice program. In approving the legal notice communication plan, the Honorable Robert E. Jones stated:

***The notice given to the members of the Class fully and accurately informed the Class members of all material elements of the settlement...[through] a broad and extensive multi-media notice campaign.***

Additionally, with regard to the third-year notice program for Louisiana-Pacific, the Honorable Richard Unis, Special Master, commented that the notice was:

***...well formulated to conform to the definition set by the court as adequate and reasonable notice. Indeed, I believe the record should also reflect the Court's appreciation to Ms. Finegan for all the work she's done, ensuring that noticing was done correctly and professionally, while paying careful attention to overall costs. Her understanding of various notice requirements under Fed. R. Civ. P. 23, helped to insure that the notice given in this case was consistent with the highest standards of compliance with Rule 23(d)(2).***

***In re: Expedia Hotel Taxes and Fees Litigation***, No. 05-2-02060-1 (SEA) (Sup. Ct. of Wash. in and for King County). In the Order Granting Final Approval of Class Action Settlement, Judge Monica Benton stated:

***The Notice of the Settlement given to the Class ... was the best notice practicable under the circumstances. All of these forms of Notice directed Class Members to a Settlement Website providing key Settlement documents including instructions on how Class Members could exclude themselves from the Class, and how they could object to or comment upon the Settlement. The Notice provided due and adequate notice of these proceeding and of the matters set forth in the Agreement to all persons entitled to such notice, and said notice fully satisfied the requirements of CR 23 and due process.***

***Thomas A. Foster and Linda E. Foster v. ABTco Siding Litigation***, No. 95-151-M (Cir. Ct., Choctaw County, Ala.). This litigation focused on past and present owners of structures sided with Abitibi-Price siding. The notice program that Ms. Finegan designed and implemented was national in scope and received the following praise from the Honorable J. Lee McPhearson:

***The Court finds that the Notice Program conducted by the Parties provided individual notice to all known Class Members and all Class Members who could be identified***

***through reasonable efforts and constitutes the best notice practicable under the circumstances of this Action. This finding is based on the overwhelming evidence of the adequacy of the notice program. ... The media campaign involved broad national notice through television and print media, regional and local newspapers, and the Internet (see id. ¶¶9-11) The result: over 90 percent of Abitibi and ABTco owners are estimated to have been reached by the direct media and direct mail campaign.***

***Wilson v. Massachusetts Mut. Life Ins. Co.***, No. D-101-CV 98-02814 (First Judicial Dist. Ct., County of Santa Fe, N.M.). This was a nationwide notification program that included all persons in the United States who owned, or had owned, a life or disability insurance policy with Massachusetts Mutual Life Insurance Company and had paid additional charges when paying their premium on an installment basis. The class was estimated to exceed 1.6 million individuals. [www.insuranceclassclaims.com](http://www.insuranceclassclaims.com). In granting preliminary approval to the settlement, the Honorable Art Encinias found:

***[T]he Notice Plan [is] the best practicable notice that is reasonably calculated, under the circumstances of the action. ...[and] meets or exceeds all applicable requirements of the law, including Rule 1-023(C)(2) and (3) and 1-023(E), NMRA 2001, and the requirements of federal and/or state constitutional due process and any other applicable law.***

***Sparks v. AT&T Corp.***, No. 96-LM-983 (Third Judicial Cir., Madison County, Ill.). The litigation concerned all persons in the United States who leased certain AT&T telephones during the 1980's. Ms. Finegan designed and implemented a nationwide media program designed to target all persons who may have leased telephones during this time period, a class that included a large percentage of the entire population of the United States.

In granting final approval to the settlement, the Court found:

***The Court further finds that the notice of the proposed settlement was sufficient and furnished Class Members with the information they needed to evaluate whether to participate in or opt out of the proposed settlement. The Court therefore concludes that the notice of the proposed settlement met all requirements required by law, including all Constitutional requirements.***

***In re: Georgia-Pacific Toxic Explosion Litig.***, No. 98 CVC05-3535 (Ct. of Common Pleas, Franklin County, Ohio). Ms. Finegan designed and implemented a regional notice program that included network affiliate television, radio and newspaper. The notice was designed to alert adults living near a Georgia-Pacific plant that they had been exposed to an air-borne toxic plume and their rights under the terms of the class action settlement. In the Order and Judgment finally approving the settlement, the Honorable Jennifer L. Bunner stated:

***[N]otice of the settlement to the Class was the best notice practicable under the circumstances, including individual notice to all members who can be identified***

***through reasonable effort. The Court finds that such effort exceeded even reasonable effort and that the Notice complies with the requirements of Civ. R. 23(C).***

***In re: American Cyanamid***, No. CV-97-0581-BH-M (S.D.Al.). The media program targeted Farmers who had purchased crop protection chemicals manufactured by American Cyanamid. In the Final Order and Judgment, the Honorable Charles R. Butler Jr. wrote:

***The Court finds that the form and method of notice used to notify the Temporary Settlement Class of the Settlement satisfied the requirements of Fed. R. Civ. P. 23 and due process, constituted the best notice practicable under the circumstances, and constituted due and sufficient notice to all potential members of the Temporary Class Settlement.***

***In re: First Alert Smoke Alarm Litig.***, No. CV-98-C-1546-W (UWC) (N.D.Al.). Ms. Finegan designed and implemented a nationwide legal notice and public information program. The public information program ran over a two-year period to inform those with smoke alarms of the performance characteristics between photoelectric and ionization detection. The media program included network and cable television, magazine and specialty trade publications. In the Findings and Order Preliminarily Certifying the Class for Settlement Purposes, Preliminarily Approving Class Settlement, Appointing Class Counsel, Directing Issuance of Notice to the Class, and Scheduling a Fairness Hearing, the Honorable C.W. Clemon wrote that the notice plan:

***...constitutes due, adequate and sufficient notice to all Class Members; and (v) meets or exceeds all applicable requirements of the Federal Rules of Civil Procedure, the United States Constitution (including the Due Process Clause), the Alabama State Constitution, the Rules of the Court, and any other applicable law.***

***In re: James Hardie Roofing Litig.***, No. 00-2-17945-65SEA (Sup. Ct. of Wash., King County). The nationwide legal notice program included advertising on television, in print and on the Internet. The program was designed to reach all persons who own any structure with JHBP roofing products. In the Final Order and Judgment, the Honorable Steven Scott stated:

***The notice program required by the Preliminary Order has been fully carried out... [and was] extensive. The notice provided fully and accurately informed the Class Members of all material elements of the proposed Settlement and their opportunity to participate in or be excluded from it; was the best notice practicable under the circumstances; was valid, due and sufficient notice to all Class Members; and complied fully with Civ. R. 23, the United States Constitution, due process, and other applicable law.***

***Barden v. Hurd Millwork Co. Inc., et al***, No. 2:6-cv-00046 (LA) (E.D.Wis.) ("***The Court approves, as to form and content, the notice plan and finds that such notice is the best practicable under the circumstances under Federal Rule of Civil Procedure 23(c)(2)(B) and constitutes notice in a reasonable manner under Rule 23(e)(1).***")

***Altieri v. Reebok***, No. 4:10-cv-11977 (FDS) (D.C.Mass.) ("***The Court finds that the notices ... constitute the best practicable notice... The Court further finds that all of the notices are written in simple terminology, are readily understandable by Class Members, and comply with the Federal Judicial Center's illustrative class action notices.***")

***Marengo v. Visa Inc.***, No. CV 10-08022 (DMG) (C.D.Cal.) ("***[T]he Court finds that the notice plan...meets the requirements of due process, California law, and other applicable precedent. The Court finds that the proposed notice program is designed to provide the Class with the best notice practicable, under the circumstances of this action, of the pendency of this litigation and of the proposed Settlement's terms, conditions, and procedures, and shall constitute due and sufficient notice to all persons entitled thereto under California law, the United States Constitution, and any other applicable law.***")

***Palmer v. Sprint Solutions, Inc.***, No. 09-cv-01211 (JLR) (W.D.Wa.) ("***The means of notice were reasonable and constitute due, adequate, and sufficient notice to all persons entitled to be provide3d with notice.***")

***In re: Tyson Foods, Inc., Chicken Raised Without Antibiotics Consumer Litigation***, No. 1:08-md-01982 RDB (D. Md. N. Div.) ("***The notice, in form, method, and content, fully complied with the requirements of Rule 23 and due process, constituted the best notice practicable under the circumstances, and constituted due and sufficient notice to all persons entitled to notice of the settlement.***")

***Sager v. Inamed Corp. and McGhan Medical Breast Implant Litigation***, No. 01043771 (Sup. Ct. Cal., County of Santa Barbara) ("***Notice provided was the best practicable under the circumstances.***")

***Deke, et al. v. Cardservice Internat'l***, Case No. BC 271679, slip op. at 3 (Sup. Ct. Cal., County of Los Angeles) ("***The Class Notice satisfied the requirements of California Rules of Court 1856 and 1859 and due process and constituted the best notice practicable under the circumstances.***")

***Levine, et al. v. Dr. Philip C. McGraw, et al.***, Case No. BC 312830 (Los Angeles County Super. Ct., Cal.) ("***[T]he plan for notice to the Settlement Class ... constitutes the best notice practicable under the circumstances and constituted due and sufficient notice to the members of the Settlement Class ... and satisfies the requirements of California law and federal due process of law.***")

***In re: Canadian Air Cargo Shipping Class Actions***, Court File No. 50389CP, Ontario Superior Court of Justice, Supreme Court of British Columbia, Quebec Superior Court ("***I am satisfied the proposed form of notice meets the requirements of s. 17(6) of the CPA and the proposed method of notice is appropriate.***")

***Fischer et al v. IG Investment Management, Ltd. et al***, Court File No. 06-CV-307599CP, Ontario Superior Court of Justice.

***In re: Vivendi Universal, S.A. Securities Litigation***, No. 02-cv-5571 (RJH)(HBP) (S.D.N.Y.).

***In re: Air Cargo Shipping Services Antitrust Litigation***, No. 06-MD-1775 (JG) (VV) (E.D.N.Y.).

***Berger, et al., v. Property ID Corporation, et al.***, No. CV 05-5373-GHK (CWx) (C.D.Cal.).

***Lozano v. AT&T Mobility Wireless***, No. 02-cv-0090 CAS (AJWx) (C.D.Cal.).

***Howard A. Engle, M.D., et al., v. R.J. Reynolds Tobacco Co., Philip Morris, Inc., Brown & Williamson Tobacco Corp.***, No. 94-08273 CA (22) (11<sup>th</sup> Judicial Dist. Ct. of Miami-Dade County, Fla.).

***In re: Royal Dutch/Shell Transport Securities Litigation***, No. 04 Civ. 374 (JAP) (Consolidated Cases) (D. N.J.).

***In re: Epson Cartridge Cases, Judicial Council Coordination Proceeding***, No. 4347 (Sup. Ct. of Cal., County of Los Angeles).

***UAW v. General Motors Corporation***, No: 05-73991 (E.D.MI).

***Wicon, Inc. v. Cardservice Intern'l, Inc.***, BC 320215 (Sup. Ct. of Cal., County of Los Angeles).

***In re: SmithKline Beecham Clinical Billing Litig.***, No. CV. No. 97-L-1230 (Third Judicial Cir., Madison County, Ill.). Ms. Finegan designed and developed a national media and Internet site notification program in connection with the settlement of a nationwide class action concerning billings for clinical laboratory testing services.

***MacGregor v. Schering-Plough Corp.***, No. EC248041 (Sup. Ct. Cal., County of Los Angeles). This nationwide notification program was designed to reach all persons who had purchased or used an aerosol inhaler manufactured by Schering-Plough. Because no mailing list was available, notice was accomplished entirely through the media program.

***In re: Swiss Banks Holocaust Victim Asset Litig.***, No. CV-96-4849 (E.D.N.Y.). Ms. Finegan managed the design and implementation of the Internet site on this historic case. The site was developed in 21 native languages. It is a highly secure data gathering tool and information hub, central to the global outreach program of Holocaust survivors. [www.swissbankclaims.com](http://www.swissbankclaims.com).

***In re: Exxon Valdez Oil Spill Litig.***, No. A89-095-CV (HRH) (Consolidated) (D. Alaska). Ms. Finegan designed and implemented two media campaigns to notify native Alaskan residents, trade workers, fisherman, and others impacted by the oil spill of the litigation and their rights under the settlement terms.

***In re: Johns-Manville Phenolic Foam Litig.***, No. CV 96-10069 (D. Mass). The nationwide multi-media legal notice program was designed to reach all Persons who owned any structure, including an industrial building, commercial building, school, condominium, apartment house, home, garage or other type of structure located in the United States or its territories, in which Johns-Manville PFRI was installed, in whole or in part, on top of a metal roof deck.

***Bristow v Fleetwood Enters Litig.***, No Civ 00-0082-S-EJL (D. Id). Ms. Finegan designed and implemented a legal notice campaign targeting present and former employees of Fleetwood Enterprises, Inc., or its subsidiaries who worked as hourly production workers at Fleetwood's housing, travel trailer, or motor home manufacturing plants. The comprehensive notice campaign included print, radio and television advertising.

***In re: New Orleans Tank Car Leakage Fire Litig.***, No 87-16374 (Civil Dist. Ct., Parish of Orleans, LA) (2000). This case resulted in one of the largest settlements in U.S. history. This campaign consisted of a media relations and paid advertising program to notify individuals of their rights under the terms of the settlement.

***Garrisa Spencer v. Shell Oil Co.***, No. CV 94-074(Dist. Ct., Harris County, Tex.). The nationwide notification program was designed to reach individuals who owned real property or structures in the United States, which contained polybutylene plumbing with acetyl insert or metal insert fittings.

***In re: Hurd Millwork Heat Mirror™ Litig.***, No. CV-772488 (Sup. Ct. of Cal., County of Santa Clara). This nationwide multi-media notice program was designed to reach class members with failed heat mirror seals on windows and doors, and alert them as to the actions that they needed to take to receive enhanced warranties or window and door replacement.

***Laborers Dist. Counsel of Alabama Health and Welfare Fund v. Clinical Lab. Servs., Inc.***, No. CV-97-C-629-W (N.D. Ala.). Ms. Finegan designed and developed a national media and Internet site notification program in connection with the settlement of a nationwide class action concerning alleged billing discrepancies for clinical laboratory testing services.

***In re: StarLink Corn Prods. Liab. Litig.***, No. 01-C-1181 (N.D. Ill).. Ms. Finegan designed and implemented a nationwide notification program designed to alert potential class members of the terms of the settlement.

***In re: MCI Non-Subscriber Rate Payers Litig.***, MDL Docket No. 1275, 3:99-cv-01275 (S.D.Ill.). The advertising and media notice program, found to be "more than adequate" by the Court, was designed with the understanding that the litigation affected all persons or entities who were customers of record for telephone lines presubscribed to MCI/World Com, and were charged the higher non-subscriber rates and surcharges for direct-dialed long distance calls placed on those lines. [www.rateclaims.com](http://www.rateclaims.com).

***In re: Albertson's Back Pay Litig.***, No. 97-0159-S-BLW (D.Id.). Ms. Finegan designed and developed a secure Internet site, where claimants could seek case information confidentially.

***In re: Georgia Pacific Hardboard Siding Recovering Program***, No. CV-95-3330-RG (Cir. Ct., Mobile County, Ala.). Ms. Finegan designed and implemented a multi-media legal notice program, which was designed to reach class members with failed G-P siding and alert them of the pending matter. Notice was provided through advertisements, which aired on national cable networks, magazines of nationwide distribution, local newspaper, press releases and trade magazines.

***In re: Diet Drugs (Phentermine, Fenfluramine, Dexfenfluramine) Prods. Liab. Litig.***, Nos. 1203, 99-20593. Ms. Finegan worked as a consultant to the National Diet Drug Settlement Committee on notification issues. The resulting notice program was described and complimented at length in the Court's Memorandum and Pretrial Order 1415, approving the settlement,

***In re: Diet Drugs (Phentermine, Fenfluramine, Dexfenfluramine) Prods. Liab. Litig.***, 2000 WL 1222042, Nos. 1203, 99-20593 (E.D.Pa. Aug. 28, 2002).

Ms. Finegan designed the Notice programs for multiple state antitrust cases filed against the Microsoft Corporation. In those cases, it was generally alleged that Microsoft unlawfully used anticompetitive means to maintain a monopoly in markets for certain software, and that as a result, it overcharged consumers who licensed its MS-DOS, Windows, Word, Excel and Office software. The multiple legal notice programs designed by Jeanne Finegan and listed below targeted both individual users and business users of this software. The scientifically designed notice programs took into consideration both media usage habits and demographic characteristics of the targeted class members.

***In re: Florida Microsoft Antitrust Litig. Settlement***, No. 99-27340 CA 11 (11<sup>th</sup> Judicial Dist. Ct. of Miami-Dade County, Fla.).

***In re: Montana Microsoft Antitrust Litig. Settlement***, No. DCV 2000 219 (First Judicial Dist. Ct., Lewis & Clark Co., Mt.).

***In re: South Dakota Microsoft Antitrust Litig. Settlement***, No. 00-235(Sixth Judicial Cir., County of Hughes, S.D.).

***In re: Kansas Microsoft Antitrust Litig. Settlement***, No. 99C17089 Division No. 15 Consolidated Cases (Dist. Ct., Johnson County, Kan.) ("The Class Notice provided was the best notice practicable under the circumstances and fully complied in all respects with the requirements of due process and of the Kansas State. Annot. §60-22.3.").

***In re: North Carolina Microsoft Antitrust Litig. Settlement***, No. 00-CvS-4073 (Wake) 00-CvS-1246 (Lincoln) (General Court of Justice Sup. Ct., Wake and Lincoln Counties, N.C.).

***In re: ABS II Pipes Litig.***, No. 3126 (Sup. Ct. of Cal., Contra Costa County). The Court approved regional notification program designed to alert those individuals who owned structures with the pipe that they were eligible to recover the cost of replacing the pipe.

***In re: Avenue A Inc. Internet Privacy Litig.***, No: C00-1964C (W.D. Wash.).

***In re: Lorazepam and Clorazepate Antitrust Litig.***, No. 1290 (TFH) (D.C.C.).

***In re: Providian Fin. Corp. ERISA Litig.***, No C-01-5027 (N.D. Cal.).

***In re: H & R Block., et al Tax Refund Litig.***, No. 97195023/CC4111 (MD Cir. Ct., Baltimore City).

***In re: American Premier Underwriters, Inc, U.S. Railroad Vest Corp.***, No. 06C01-9912 (Cir. Ct., Boone County, Ind.).

***In re: Sprint Corp. Optical Fiber Litig.***, No: 9907 CV 284 (Dist. Ct., Leavenworth County, Kan).

***In re: Shelter Mutual Ins. Co. Litig.***, No. CJ-2002-263 (Dist.Ct., Canadian County. Ok).

***In re: Conseco, Inc. Sec. Litig.***, No: IP-00-0585-C Y/S CA (S.D. Ind.).

***In re: Nat'l Treasury Employees Union, et al.***, 54 Fed. Cl. 791 (2002).

***In re: City of Miami Parking Litig.***, Nos. 99-21456 CA-10, 99-23765 – CA-10 (11<sup>th</sup> Judicial Dist. Ct. of Miami-Dade County, Fla.).

***In re: Prime Co. Incorporated D/B/A/ Prime Co. Personal Comm.***, No. L 1:01CV658 (E.D. Tx.).

***Alsea Veneer v. State of Oregon A.A.***, No. 88C-11289-88C-11300.



### INTERNATIONAL EXPERIENCE

***Bell v. Canadian Imperial Bank of Commerce, et al***, Court File No.: CV-08-359335 (Ontario Superior Court of Justice); (2016).

***In re: Canadian Air Cargo Shipping Class Actions*** (Ontario Superior Court of Justice, Court File No. 50389CP, Supreme Court of British Columbia.

***In re: Canadian Air Cargo Shipping Class Actions*** Québec Superior Court).

***Fischer v. IG Investment Management LTD.***, No. 06-CV-307599CP (Ontario Superior Court of Justice).

***In Re Nortel I & II Securities Litigation***, Civil Action No. 01-CV-1855 (RMB), Master File No. 05 MD 1659 (LAP) (S.D.N.Y. 2006).

***Frohlinger v. Nortel Networks Corporation et al.***, Court File No.: 02-CL-4605 (Ontario Superior Court of Justice).

***Association de Protection des Épargnants et Investisseurs du Québec v. Corporation Nortel Networks***, No.: 500-06-0002316-017 (Superior Court of Québec).

***Jeffery v. Nortel Networks Corporation et al.***, Court File No.: S015159 (Supreme Court of British Columbia).

***Gallardi v. Nortel Networks Corporation***, No. 05-CV-285606CP (Ontario Superior Court).

***Skarstedt v. Corporation Nortel Networks***, No. 500-06-000277-059 (Superior Court of Québec).

### SEC ENFORCEMENT NOTICE PROGRAM EXPERIENCE

***SEC v. Vivendi Universal, S.A., et al.***, Case No. 02 Civ. 5571 (RJH) (HBP) (S.D.N.Y.).

The Notice program included publication in 11 different countries and eight different languages.

***SEC v. Royal Dutch Petroleum Company***, No.04-3359 (S.D. Tex.)

## FEDERAL TRADE COMMISSION NOTICE PROGRAM EXPERIENCE

***FTC v. TracFone Wireless, Inc.***, Case No. 15-cv-00392-EMC.

***FTC v. Skechers U.S.A., Inc.***, No. 1:12-cv-01214-JG (N.D. Ohio).

***FTC v. Reebok International Ltd.***, No. 11-cv-02046 (N.D. Ohio)

***FTC v. Chanery and RTC Research and Development LLC [Nutraquest]***, No :05-cv-03460 (D.N.J.)

## BANKRUPTCY EXPERIENCE

Ms. Finegan has designed and implemented hundreds of domestic and international bankruptcy notice programs. A sample case list includes the following:

***In re AMR Corporation [American Airlines], et al.***, No. 11-15463 (SHL) (Bankr. S.D.N.Y.) ("*due and proper notice [was] provided, and ... no other or further notice need be provided.*")

***In re Jackson Hewitt Tax Service Inc.***, et al., No 11-11587 (Bankr. D.Del.) (2011). The debtors sought to provide notice of their filing as well as the hearing to approve their disclosure statement and confirm their plan to a large group of current and former customers, many of whom current and viable addresses promised to be a difficult (if not impossible) and costly undertaking. The court approved a publication notice program designed and implemented by Finegan and the administrator, that included more than 350 local newspaper and television websites, two national online networks (24/7 Real Media, Inc. and Microsoft Media Network), a website notice linked to a press release and notice on eight major websites, including CNN and Yahoo. These online efforts supplemented the print publication and direct-mail notice provided to known claimants and their attorneys, as well as to the state attorneys general of all 50 states. The *Jackson Hewitt* notice program constituted one of the first large chapter 11 cases to incorporate online advertising.

***In re: Nutraquest Inc.***, No. 03-44147 (Bankr. D.N.J.)

***In re: General Motors Corp. et al***, No. 09-50026 (Bankr. S.D.N.Y.). This case is the 4<sup>th</sup> largest bankruptcy in U.S. history. Ms. Finegan and her team worked with General Motors restructuring attorneys to design and implement the legal notice program.

***In re: ACandS, Inc.***, No. 0212687 (Bankr. D.Del.) (2007) ("*Adequate notice of the Motion and of the hearing on the Motion was given.*").

***In re: United Airlines***, No. 02-B-48191 (Bankr. N.D Ill.). Ms. Finegan worked with United and its restructuring attorneys to design and implement global legal notice programs. The notice was published in 11 countries and translated into 6 languages. Ms. Finegan worked closely with

legal counsel and UAL's advertising team to select the appropriate media and to negotiate the most favorable advertising rates. [www.pd-ual.com](http://www.pd-ual.com).

***In re: Enron***, No. 01-16034 (Bankr. S.D.N.Y.). Ms. Finegan worked with Enron and its restructuring attorneys to publish various legal notices.

***In re: Dow Corning***, No. 95-20512 (Bankr. E.D. Mich.). Ms. Finegan originally designed the information website. This Internet site is a major information hub that has various forms in 15 languages.

***In re: Harnischfeger Inds.***, No. 99-2171 (RJW) Jointly Administered (Bankr. D. Del.). Ms. Finegan designed and implemented 6 domestic and international notice programs for this case. The notice was translated into 14 different languages and published in 16 countries.

***In re: Keene Corp.***, No. 93B 46090 (SMB), (Bankr. E.D. MO.). Ms. Finegan designed and implemented multiple domestic bankruptcy notice programs including notice on the plan of reorganization directed to all creditors and all Class 4 asbestos-related claimants and counsel.

***In re: Lamonts***, No. 00-00045 (Bankr. W.D. Wash.). Ms. Finegan designed and implemented multiple bankruptcy notice programs.

***In re: Monet Group Holdings***, Nos. 00-1936 (MFW) (Bankr. D. Del.). Ms. Finegan designed and implemented a bar date notice.

***In re: Laclede Steel Co.***, No. 98-53121-399 (Bankr. E.D. MO.). Ms. Finegan designed and implemented multiple bankruptcy notice programs.

***In re: Columbia Gas Transmission Corp.***, No. 91-804 (Bankr. S.D.N.Y.). Ms. Finegan developed multiple nationwide legal notice notification programs for this case.

***In re: U.S.H. Corp. of New York, et al.*** (Bankr. S.D.N.Y.). Ms. Finegan designed and implemented a bar date advertising notification campaign.

***In re: Best Prods. Co., Inc.***, No. 96-35267-T, (Bankr. E.D. Va.). Ms. Finegan implemented a national legal notice program that included multiple advertising campaigns for notice of sale, bar date, disclosure and plan confirmation.

***In re: Lodgian, Inc., et al.***, No. 16345 (BRL) Factory Card Outlet – 99-685 (JCA), 99-686 (JCA) (Bankr. S.D.N.Y.).

***In re: Internat'l Total Servs, Inc., et al.***, Nos. 01-21812, 01-21818, 01-21820, 01-21882, 01-21824, 01-21826, 01-21827 (CD) Under Case No: 01-21812 (Bankr. E.D.N.Y.).

***In re: Decora Inds., Inc. and Decora, Incorp.***, Nos. 00-4459 and 00-4460 (JJF) (Bankr. D. Del.).

*In re: Genesis Health Ventures, Inc., et al*, No. 002692 (PJW) (Bankr. D. Del.).

*In re: Tel. Warehouse, Inc., et al*, No. 00-2105 through 00-2110 (MFW) (Bankr. D. Del.).

*In re: United Cos. Fin. Corp., et al*, No. 99-450 (MFW) through 99-461 (MFW) (Bankr. D. Del.).

*In re: Caldor, Inc. New York, The Caldor Corp., Caldor, Inc. CT, et al.*, No. 95-B44080 (JLG) (Bankr. S.D.N.Y.).

*In re: Physicians Health Corp., et al.*, No. 00-4482 (MFW) (Bankr. D. Del.).

*In re: GC Cos., et al.*, Nos. 00-3897 through 00-3927 (MFW) (Bankr. D. Del.).

*In re: Heilig-Meyers Co., et al.*, Nos. 00-34533 through 00-34538 (Bankr. E.D. Va.).

#### **PRODUCT RECALL AND CRISIS COMMUNICATION EXPERIENCE**

**Reser's Fine Foods.** Reser's is a nationally distributed brand and manufacturer of food products through giants such as Albertsons, Costco, Food Lion, WinnDixie, Ingles, Safeway and Walmart. Ms. Finegan designed an enterprise-wide crisis communication plan that included communications objectives, crisis team roles and responsibilities, crisis response procedures, regulatory protocols, definitions of incidents that require various levels of notice, target audiences, and threat assessment protocols. Ms. Finegan worked with the company through two nationwide, high profile recalls, conducting extensive media relations efforts.

**Gulf Coast Claims Facility Notice Campaign.** Finegan coordinated a massive outreach effort throughout the Gulf Coast region to notify those who have claims as a result of damages caused by the Deep Water Horizon Oil spill. The notice campaign included extensive advertising in newspapers throughout the region, Internet notice through local newspaper, television and radio websites and media relations. The Gulf Coast Claims Facility (GCCF) was an independent claims facility, funded by BP, for the resolution of claims by individuals and businesses for damages incurred as a result of the oil discharges due to the Deepwater Horizon incident on April 20, 2010.

**City of New Orleans Tax Revisions, Post-Hurricane Katrina.** In 2007, the City of New Orleans revised property tax assessments for property owners. As part of this process, it received numerous appeals to the assessments. An administration firm served as liaison between the city and property owners, coordinating the hearing schedule and providing important information to property owners on the status of their appeal. Central to this effort was the comprehensive outreach program designed by Ms. Finegan, which included a website and a heavy schedule of television, radio and newspaper advertising, along with the coordination of key news interviews about the project picked up by local media.

## ARTICLES

Author, “Creating a Class Notice Program that Satisfies Due Process” Law360, New York, (February 13, 2018 12:58 PM ET).

Author, “3 Considerations for Class Action Notice Brand Safety” Law360, New York, (October 2, 2017 12:24 PM ET).

Author, “What Would Class Action Reform Mean for Notice?” Law360, New York, (April 13, 2017 11:50 AM ET).

Author, “Bots Can Silently Steal your Due Process Notice.” Wisconsin Law Journal, April 2017.

Author, “*Don’t Turn a Blind Eye to Bots. Ad Fraud and Bots are a Reality of the Digital Environment.*” LinkedIn article March 6, 2107.

Co-Author, “Modern Notice Requirements Through the Lens of *Eisen and Mullane*” – Bloomberg - BNA Class Action Litigation Report, 17 CLASS 1077, (October 14, 2016).

Author, “Think All Internet Impressions Are The Same? Think Again” – Law360.com, New York (March 16, 2016, 3:39 ET).

Author, “Why Class Members Should See An Online Ad More Than Once” – Law360.com, New York, (December 3, 2015, 2:52 PM ET).

Author, ‘Being 'Media-Relevant' — What It Means And Why It Matters - Law360.com, New York (September 11, 2013, 2:50 PM ET).

Co-Author, “New Media Creates New Expectations for Bankruptcy Notice Programs,” ABI Journal, Vol. XXX, No 9, (November 2011).

Quoted Expert, “Effective Class Action Notice Promotes Access to Justice: Insight from a New U.S. Federal Judicial Center Checklist,” Canadian Supreme Court Law Review, (2011), 53 S.C.L.R. (2d).

Co-Author, with Hon. Dickran Tevzian – “Expert Opinion: It’s More Than Just a Report...Why Qualified Legal Experts Are Needed to Navigate the Changing Media Landscape,” BNA Class Action Litigation Report, 12 CLASS 464, May 27, 2011.

Co-Author, with Hon. Dickran Tevzian, Your Insight, "Expert Opinion: It's More Than Just a Report -Why Qualified Legal Experts Are Needed to Navigate the Changing Media Landscape," TXLR, Vol. 26, No. 21, May 26, 2011.

Quoted Expert, "Analysis of the FJC's 2010 Judges' Class Action Notice and Claims Process Checklist and Guide: A New Roadmap to Adequate Notice and Beyond," BNA Class Action Litigation Report, 12 CLASS 165, February 25, 2011.

Author, Five Key Considerations for a Successful International Notice Program, BNA Class Action Litigation Report, April, 9, 2010 Vol. 11, No. 7 p. 343.

Quoted Expert, "Communication Technology Trends Pose Novel Notification Issues for Class Litigators," BNA Electronic Commerce and Law, 15 ECLR 109 January 27, 2010.

Author, "Legal Notice: R U ready 2 adapt?" BNA Class Action Report, Vol. 10 Class 702, July 24, 2009.

Author, "On Demand Media Could Change the Future of Best Practicable Notice," BNA Class Action Litigation Report, Vol. 9, No. 7, April 11, 2008, pp. 307-310.

Quoted Expert, "Warranty Conference: Globalization of Warranty and Legal Aspects of Extended Warranty," Warranty Week, [warrantyweek.com/archive/ww20070228.html/](http://warrantyweek.com/archive/ww20070228.html/) February 28, 2007.

Co-Author, "Approaches to Notice in State Court Class Actions," For The Defense, Vol. 45, No. 11, November, 2003.

Citation, "Recall Effectiveness Research: A Review and Summary of the Literature on Consumer Motivation and Behavior," U.S. Consumer Product Safety Commission, CPSC-F-02-1391, p.10, Heiden Associates, July 2003.

Author, "The Web Offers Near, Real-Time Cost Efficient Notice," American Bankruptcy Institute, ABI Journal, Vol. XXII, No. 5., 2003.

Author, "Determining Adequate Notice in Rule 23 Actions," For The Defense, Vol. 44, No. 9 September, 2002.

Author, "Legal Notice, What You Need To Know and Why," Monograph, July 2002.

Co-Author, "The Electronic Nature of Legal Noticing," The American Bankruptcy Institute Journal, Vol. XXI, No. 3, April 2002.

Author, "Three Important Mantras for CEO's and Risk Managers," - International Risk Management Institute, [irmi.com](http://irmi.com), January 2002.

Co-Author, "Used the Bat Signal Lately," The National Law Journal, Special Litigation Section, February 19, 2001.

Author, "How Much is Enough Notice," Dispute Resolution Alert, Vol. 1, No. 6. March 2001.

Author, "Monitoring the Internet Buzz," The Risk Report, Vol. XXIII, No. 5, Jan. 2001.

Author, "High-Profile Product Recalls Need More Than the Bat Signal," - International Risk Management Institute, irmi.com, July 2001.

Co-Author, "Do You Know What 100 Million People are Buzzing About Today?" Risk and Insurance Management, March 2001.

Quoted Article, "Keep Up with Class Action," Kentucky Courier Journal, March 13, 2000.

Author, "The Great Debate - How Much is Enough Legal Notice?" American Bar Association – Class Actions and Derivatives Suits Newsletter, winter edition 1999.

#### **SPEAKER/EXPERT PANELIST/PRESENTER**

American Bar Assn.	Faculty Panelist, 4 <sup>th</sup> Annual Western Regional CLE Class Actions, "Big Brother, Information Privacy, and Class Actions: How Big Data and Social Media are Changing the Class Action Landscape" San Francisco, CA June, 2017.
Miami Law Class Action & Complex Litigation Forum	Faculty Panelist, "Settlement and Resolution of Class Actions," Miami, FL December 2, 2016.
The Knowledge Group	Faculty Panelist, "Class Action Settlements: Hot Topics 2016 and Beyond," Live Webcast, www.theknowledgegroup.org, October 2016.
ABA National Symposium	Faculty Panelist, "Ethical Considerations in Settling Class Actions," New Orleans, LA, March 2016.
S.F. Banking Attorney Assn.	Speaker, "How a Class Action Notice can Make or Break your Client's Settlement," San Francisco, CA, May 2015.
Perrin Class Action Conf.	Faculty Panelist, "Being Media Relevant, What It Means and Why It Matters – The Social Media Evolution: Trends, Challenges and Opportunities," Chicago, IL May 2015.
Bridgeport Continuing Ed.	Speaker, Webinar "Media Relevant in the Class Notice Context." July, 2014.
Bridgeport Continuing Ed.	Faculty Panelist, "Media Relevant in the Class Notice Context." Los Angeles, California, April 2014.

CASD 5 <sup>th</sup> Annual	Speaker, “The Impact of Social Media on Class Action Notice.” Consumer Attorneys of San Diego Class Action Symposium, San Diego, California, September 2012.
Law Seminars International	Speaker, “Class Action Notice: Rules and Statutes Governing FRCP (b)(3) Best Practicable... What constitutes a best practicable notice? What practitioners and courts should expect in the new era of online and social media.” Chicago, IL, October 2011. <b>*Voted by attendees as one of the best presentations given.</b>
CASD 4 <sup>th</sup> Annual	Faculty Panelist, “Reasonable Notice - Insight for practitioners on the FJC’s <i>Judges’ Class Action Notice and Claims Process Checklist and Plain Language Guide</i> . Consumer Attorneys of San Diego Class Action Symposium, San Diego, California, October 2011.
CLE International	Faculty Panelist, Building a Workable Settlement Structure, CLE International, San Francisco, California May, 2011.
CASD	Faculty Panelist, “21 <sup>st</sup> Century Class Notice and Outreach.” 3 <sup>rd</sup> Annual Class Action Symposium CASD Symposium, San Diego, California, October 2010.
CASD	Faculty Panelist, “The Future of Notice.” 2 <sup>nd</sup> Annual Class Action Symposium CASD Symposium, San Diego California, October 2009.
American Bar Association	Speaker, 2008 Annual Meeting, “Practical Advice for Class Action Settlements: The Future of Notice In the United States and Internationally – Meeting the Best Practicable Standard.” Section of Business Law Business and Corporate Litigation Committee – Class and Derivative Actions Subcommittee, New York, NY, August 2008.
Women Lawyers Assn.	Faculty Panelist, Women Lawyers Association of Los Angeles “The Anatomy of a Class Action.” Los Angeles, CA, February, 2008.
Warranty Chain Mgmt.	Faculty Panelist, Presentation Product Recall Simulation. Tampa, Florida, March 2007.
Practicing Law Institute.	Faculty Panelist, CLE Presentation, 11 <sup>th</sup> Annual Consumer Financial Services Litigation. Presentation: Class Action Settlement Structures – Evolving Notice Standards in the Internet Age. New York/Boston (simulcast), NY March 2006; Chicago, IL April 2006 and San Francisco, CA, May 2006.



U.S. Consumer Product Safety Commission	Ms. Finegan participated as an invited expert panelist to the CPSC to discuss ways in which the CPSC could enhance and measure the recall process. As a panelist, Ms Finegan discussed how the CPSC could better motivate consumers to take action on recalls and how companies could scientifically measure and defend their outreach efforts. Bethesda, MD, September 2003.
Weil, Gotshal & Manges	Presenter, CLE presentation, “A Scientific Approach to Legal Notice Communication.” New York, June 2003.
Sidley & Austin	Presenter, CLE presentation, “A Scientific Approach to Legal Notice Communication.” Los Angeles, May 2003.
Kirkland & Ellis	Speaker to restructuring group addressing “The Best Practicable Methods to Give Notice in a Tort Bankruptcy.” Chicago, April 2002.
Georgetown University Law	Faculty, CLE White Paper: “What are the best practicable methods to Center Mass Tort Litigation give notice? Dispelling the communications myth – A notice Institute disseminated is a notice communicated,” Mass Tort Litigation Institute. Washington D.C., November, 2001.
American Bar Association	Presenter, “How to Bullet-Proof Notice Programs and What Communication Barriers Present Due Process Concerns in Legal Notice,” ABA Litigation Section Committee on Class Actions & Derivative Suits. Chicago, IL, August 6, 2001.
McCutchin, Doyle, Brown	Speaker to litigation group in San Francisco and simulcast to four other McCutchin locations, addressing the definition of effective notice and barriers to communication that affect due process in legal notice. San Francisco, CA, June 2001.
Marylhurst University	Guest lecturer on public relations research methods. Portland, OR, February 2001.
University of Oregon	Guest speaker to MBA candidates on quantitative and qualitative research for marketing and communications programs. Portland, OR, May 2001.
Judicial Arbitration & Mediation Services (JAMS)	Speaker on the definition of effective notice. San Francisco and Los Angeles, CA, June 2000.

International Risk Management Institute	Past Expert Commentator on Crisis and Litigation Communications. <a href="http://www.irmi.com">www.irmi.com</a> .
The American Bankruptcy Institute Journal (ABI)	Past Contributing Editor – Beyond the Quill. <a href="http://www.abi.org">www.abi.org</a> .

## **BACKGROUND**

Ms. Finegan's past experience includes working in senior management for leading Class Action Administration firms including The Garden City Group ("GCG") and Poorman-Douglas Corp., ("EPIQ"). Ms. Finegan co-founded Huntington Advertising, a nationally recognized leader in legal notice communications. After Fleet Bank purchased her firm in 1997, she grew the company into one of the nation's leading legal notice communication agencies.

Prior to that, Ms. Finegan spearheaded Huntington Communications, (an Internet development company) and The Huntington Group, Inc., (a public relations firm). As a partner and consultant, she has worked on a wide variety of client marketing, research, advertising, public relations and Internet programs. During her tenure at the Huntington Group, client projects included advertising (media planning and buying), shareholder meetings, direct mail, public relations (planning, financial communications) and community outreach programs. Her past client list includes large public and privately held companies: Code-A-Phone Corp., Thrifty-Payless Drug Stores, Hyster-Yale, The Portland Winter Hawks Hockey Team, U.S. National Bank, U.S. Trust Company, Morley Capital Management, and Durametal Corporation.

Prior to Huntington Advertising, Ms. Finegan worked as a consultant and public relations specialist for a West Coast-based Management and Public Relations Consulting firm.

Additionally, Ms. Finegan has experience in news and public affairs. Her professional background includes being a reporter, anchor and public affairs director for KWJJ/KJIB radio in Portland, Oregon, as well as reporter covering state government for KBZY radio in Salem, Oregon. Ms. Finegan worked as an assistant television program/promotion manager for KPDX directing \$50 million in programming. She was also the program/promotion manager at KECH-22 television.

Ms. Finegan's multi-level communication background gives her a thorough, hands-on understanding of media, the communication process, and how it relates to creating effective and efficient legal notice campaigns.

### **MEMBERSHIPS, PROFESSIONAL CREDENTIALS**

**APR** Accredited. Universal Board of Accreditation Public Relations Society of America

- **Member of the Public Relations Society of America**
- **Member Canadian Public Relations Society**

**Member - Alliance for Audited Media**

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### **SOCIAL MEDIA**

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