

LIVE! with Regis and Kelly and Gerber

LIVE's 7th Annual Beautiful Baby Search (2009)

- Parents entered their children for the chance to appear on a *Parenting Early Years* magazine cover and the grand prize of 4 years of college (\$125,000 value) provided by Gerber
- Four runners-up each received one year of college (\$25,000) from Gerber
- All 10 semi-finalists received a year's supply of Gerber products customized using their "Start Healthy Stay Healthy" nutrition plan

On-Air

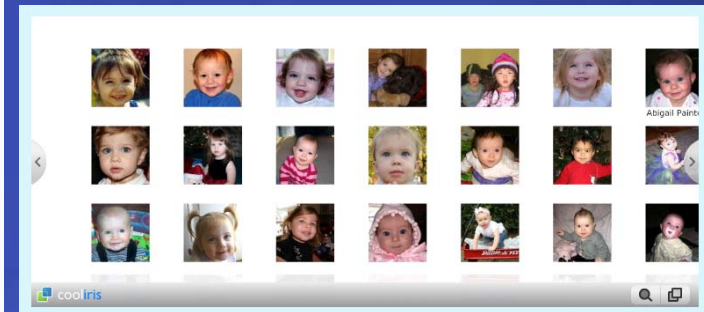
- Seven weeks of promotion included Gerber logos and their "Start Healthy Stay Healthy" messaging in tune-in units and mentions
- Contest finale week showcased wide range of Gerber products
- Gerber was prominently thanked for their contributions in the finale

Online

- Custom, co-branded microsite includes on-air footage, an interactive photo gallery, and exclusive Gerber creative
- Cobranded ad campaign promoted the event across Disney*ABC websites
- Three months of online ads for Gerber's starthealthystayhealthy.com

Results

- Nearly 300,000 babies were entered in the contest
- Integration drove almost 35,000 viewers to starthealthystayhealthy.com
- Gerber's Beautiful Baby Search web page is active for the entire year
- Gerber has pledged to return in 2010 for its 2nd year as a partner



For more information, contact Howard Levy
212.625.5100, Howard.Levy@disney.com