

# EXHIBIT 8

## Media and Notice Plan

In accordance with the terms of the Settlement Agreement, the Media Notice Administrator will publish the Summary Settlement Notice through the following media sources in two phases. The second phase will be conducted only if sufficient funds remain in the Escrowed Funds to pay for the second phase of notice and any resulting claims, as determined by Class Counsel.

### Phase I:

(a) Two full-page advertisements in People Magazine;

(b) Banner and mobile advertising on the following web sites and mobile web sites:

YAHOO! NETWORK is one of the most trafficked Internet destinations worldwide. According to comScore Media Metrix, in January 2012 Yahoo reached almost 90% of all U.S. online adults age 18 and older with over 64 million average daily visitors. A run of Network buy on Yahoo! could include banner advertising on the many Yahoo! Sites, such as News, Finance and Sports. It also may include advertising on Yahoo's network of sites which includes hundreds of publisher partners' sites and many from comScore's top 250 list.

YAHOO! HEALTH offers the latest health news headlines from Yahoo! News. Breaking daily health news including analysis and opinion on top health stories. Yahoo! Health offers a medical dictionary, disease symptoms and treatments, resources for healthy living, and information on drugs and medicines.

YAHOO! E-MAIL is a free web-based e-mail service offered by signing up for a Yahoo! Account. According to comScore, in January 2012, Yahoo! E-mail had over 27.5 million daily visitors who averaged almost 25 minutes on the site per day.

24/7 Real Media, Inc. was named among the top five ad networks in the U.S. according to comScore's June 2010 rankings. The network includes over 2,000 web properties such as: Oprah, ivillage, Weather.com, and MySpace among many others. Advertising may be purchased throughout the entire network or within specific "channels" such as technology, news, sports, etc. According to comScore, the network had over 56 million visitors in January 2012, accounting for 87.2% of all online adults 18 years old or older.

FACEBOOK is the number one social networking site on the web. Facebook consistently ranks in the top 3 highest trafficked websites overall with over 50% of active users logging on to Facebook each day. According to comScore's 2010 Digital Year in Review, Facebook ranked number one in terms of time spent online in August 2010 and accounts for 12.3% of total time spent online. According to comScore January 2012, Facebook averaged over 66 million daily visitors who spent an average of 34 minutes per day!

UNIVISION.com is the number one visited Spanish-language website among U.S. online Hispanics. According to comScore, over 375,000 daily users visited the site in January 2012, spending an average of 10 minutes per day.

MSN HOTMAIL is a free web-based email service operated by Microsoft as part of its Windows Live group. It is currently the second largest web-based email service. According to comScore January 2012 data, MSN Hotmail had over 8 million daily visitors. Visitors spent an average of 25.6 minutes per day.

MSN HEALTH AND FITNESS is an online source for health articles and information about nutrition, diseases, medical conditions, weight loss, exercise and more.

FOXNEWS.COM is one of the nation's top news websites. FoxNews.com reports more than 22 million unique users per month and ranks number one in page views and time spent per user.

PREVENTION.COM provides tips and advice on health, nutrition, fitness, anti-aging beauty, weight loss, and recipes. Prevention.com promotes a healthy lifestyle.

RUNNERSWORLD.COM is the number one source for runners online, reaching more than 3.6 million unique visitors per month. Runners go to runnersworld.com seeking information, advice, and motivation to improve their active lifestyles and maintain their life-long affinity to running.

MOBILE BANNER ADS will be served up as users are accessing the internet website for MSN on their cell phones. Users must be on the internet via their mobile device in order to be served a banner ad and count as an impression. Mobile cell phone users will have the option to click to connect directly to the official website or click to the official toll-free number. The website will provide summary information regarding the Settlement. Further, those who seek additional information will be directed to call the toll free line;

(c) Advertisements on Pandora Radio;

(d) Press release in English and Spanish through PR Newswire targeted to the Fitness and Nutrition category;

(e) Social media release to over 300 key Internet blogs that focus on exercise, dieting, nutrition, jogging/running, and sports;

(f) Facebook settlement page with details of the settlement including case information and filing instructions, intended to tie in with the Facebook advertising; and

(g) Social Media Release through PR Newswire that includes a 100 character social networking post providing case information and filing instructions to a variety of PR Newswire's social network presences including Twitter, LinkedIn, and Facebook.

## Phase II:

Additional Class Member outreach will occur during phase two if Class Counsel determine that sufficient funds remain in the Escrowed Funds to pay for such notice and any resulting claims. Class Counsel shall determine the additional media through which Phase II notice will be disseminated from among the following media sources:

(a) Banner and mobile advertising on the following web sites and mobile web sites:

YAHOO! NETWORK is one of the most trafficked Internet destinations worldwide. According to comScore Media Metrix, in January 2012 Yahoo reached almost 90% of all U.S. online adults age 18 and older with over 64 million average daily visitors. A run of Network buy on Yahoo! could include banner advertising on the many Yahoo! Sites, such as News, Finance and Sports. It also may include advertising on Yahoo's network of sites which includes hundreds of publisher partners' sites and many from comScore's top 250 list.

FACEBOOK is the number one social networking site on the web. Facebook consistently ranks in the top 3 highest trafficked websites overall with over 50% of active users logging on to Facebook each day. According to comScore's 2010 Digital Year in Review, Facebook ranked number one in terms of time spent online in August 2010 and accounts for 12.3% of total time spent online. According to comScore January 2012, Facebook averaged over 66 million daily visitors who spent an average of 34 minutes per day!

PEOPLE STYLE WATCH According to PeopleStyleWatch.com, it is the leading style site and recognized as the number one site among visitors in engagement. With 4 million unique visitors, PeopleStyleWatch.com reports 3 times more unique visitors than most style sites on average, and 42 pages per visitor.

CONDE NAST – RUN OF COLLECTION NETWORK, FASHION & BEAUTY Condé Nast's Run of Collection Network, Fashion and Beauty sites are highly targeted to the female audience. The network includes web properties such as Allure.com, Glamour.com, Self.com, Lucky.com, Style.com, VanityFair.com, among others. According to comScore, the Fashion and Beauty collection receives over 377,000 daily visitors and over 70 million page views.

MSN HOTMAIL is a free web-based email service operated by Microsoft as part of its Windows Live group. It is currently the second largest web-based email service. According to comScore January 2012 data, MSN Hotmail had over 8 million daily visitors. Visitors spent an average of 25.6 minutes per day.

MSN HEALTH AND FITNESS is an online source for health articles and information about nutrition, diseases, medical conditions, weight loss, exercise and more.

QUADRANT ONE is an online network comprised of over 375 of the most widely read and respected local news and information websites across the U.S. The network has publications in

148 Designated Market Areas (“DMA’s) and is able to target users in all 212 DMAs. Based on comScore January 2012, Quadrant One had over 12 million daily visitors.

MOBILE BANNER ADS will be served up as users are accessing the internet websites for Yahoo!, Yahoo! Mail, and MSN on their cell phones. Users must be on the internet via their mobile device in order to be served a banner ad and count as an impression. Mobile cell phone users will have the option to click to connect directly to the official website or click to the official toll-free number. The website will provide summary information regarding the Settlement. Further, those who seek additional information will be directed to call the toll free line; and

(b) Advertisements on Pandora Radio.