

Lilly USA, LLC

Cialis® (tadalafil) Broadcast Schedule for the Week of 10/5

PRIME

Week of 10/5

NETWORK	DATE	PROGRAM	TIME (EST)
NBC	Oct 5	TRAUMA	9-10 pm
CBS	Oct 7	CSI: NY	10-11 pm
CBS	Oct 11	COLD CASE	10-11 pm

NETWORK NEWS

Week of 10/5

NETWORK	DATE	PROGRAM	TIME (EST)
NBC	Oct 5	NIGHTLY NEWS	6:30-7 pm
ABC	Oct 5	WORLD NEWS TONIGHT	6:30-7 pm
ABC	Oct 6	WORLD NEWS TONIGHT	6:30-7 pm
NBC	Oct 7	NIGHTLY NEWS	6:30-7 pm
CBS	Oct 8	EVENING NEWS	6:30-7 pm
NBC	Oct 11	NIGHTLY NEWS	6:30-7 pm

NETWORK SPORTS

Week of 10/5

NETWORK	DATE	PROGRAM	TIME (EST)
ESPN	Oct 5	MONDAY NIGHT FOOTBALL	9 pm-12 am
TBS	Oct 7	MLB DIVISIONAL SERIES	7 pm-12 am
TBS	Oct 8	MLB DIVISIONAL SERIES	7 pm-12 am
TBS	Oct 9	MLB DIVISIONAL SERIES	7 pm-12 am
TBS	Oct 10	MLB DIVISIONAL SERIES	7 pm-12 am
ABC	Oct 11	NASCAR SPRINT CUP: FONTANA	2:30-7 pm
NBC	Oct 11	FOOTBALL NIGHT IN AMERICA	7-8 pm
NBC	Oct 11	SUNDAY NIGHT FOOTBALL	8 pm-12 am

LATE NIGHT

Week of 10/5

NETWORK	DATE	PROGRAM	TIME (EST)
ABC	Oct 5	ABC NEWS: NIGHTLINE	11:30 pm-12 am
CBS	Oct 7	LATE SHOW W/ LETTERMAN	11:30 pm-12:30 am

* Lilly USA, LLC reserves the right to change the Cialis® schedule without notice.