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**ACTRESS AND MOM LORI LOUGHLIN RAISES AWARENESS ABOUT THE  
POTENTIAL DANGERS OF DROWSY DRIVING DURING ALLERGY SEASON**

***- “Clear to Drive” Campaign Urges Allergy Sufferers to Check Medicine Labels for  
Drowsiness Warnings Before Getting Behind the Wheel-***

KENILWORTH, NJ, May 5, 2008 – Summer is fast approaching, bringing sunshine, vacation days, and trips to the beach. But the warmer weather also marks a peak in seasonal allergies and the beginning of a busy driving season. According to a recent survey, seven out of ten Americans believe they will spend some time driving this Memorial Day weekend.

This year, the makers of the non-drowsy allergy medication CLARITIN<sup>®</sup> are partnering with Lori Loughlin, a popular actress, mom and allergy sufferer, best known for her role as Rebecca Donaldson on the hit sitcom *Full House*. The campaign aims to raise awareness about the importance of reading medicine labels, including allergy medicines, for warnings about drowsiness before they get behind the wheel.

Like many working moms, Lori spends hours each day shuttling her children to school, activities, and play-dates in the high-traffic Los Angeles area. It’s especially important to Lori that she’s focused behind the wheel with her most precious cargo in the back seat.

“As an allergy sufferer, I was surprised to learn that some over-the-counter medicines may cause drowsiness. In fact, the allergy medicine I used to take made me drowsy. I thought there was something wrong with me because I was so sleepy- which was pretty dangerous considering all the driving I do with my kids, said Lori. “Then I discovered CLARITIN, which relieves my worst allergy symptoms for 24 hours without making me drowsy. When you spend as much time driving as I do, you need to be focused.”

Lori is not alone -- in fact many drivers don't realize that some common over-the-counter medicines could cause drowsiness. According to a recent survey, four in 10 Americans (38%) report that there have been times when they were driving and realized that the medicine they had taken was making them drowsy.

"We're thrilled that Lori, a well-known actress and mom, recognizes the importance of reading medicine labels for warnings about drowsiness before she gets behind the wheel," said TJ Higgins, Group Vice President, Marketing, Schering-Plough Consumer Healthcare. "Lori is participating in the "Clear to Drive" campaign to help share her story with millions of Americans who might not know that their medicines may cause drowsiness."

For tips on safe driving and to learn more about treating allergies, visit [www.cleartodrive.com](http://www.cleartodrive.com).

### **About Lori Loughlin**

Lori Loughlin is a popular TV and movie actress best known for her role as Rebecca Donaldson on the hit sitcom *Full House*. Her latest film, "Old Dogs," which also stars John Travolta, Robin Williams, and Seth Rogen, is scheduled to be released next year. Lori resides in Los Angeles with her husband, Mossimo Giannulli, creator of the popular "Mossimo" clothing line, and their three children.

### **About CLARITIN**

All CLARITIN brand products are available without a prescription, including: CLARITIN<sup>®</sup> Tablets, a once-daily full prescription strength, non-drowsy formulation; CLARITIN<sup>®</sup> RediTabs<sup>®</sup> Tablets, a novel once-daily formulation in a quickly dissolving tablet for ages 6 and older; CLARITIN-D<sup>®</sup> 24-hour and 12-hour Extended Release Tablets, with the decongestant pseudoephedrine now located behind the counter; CHILDREN'S CLARITIN<sup>®</sup> Syrup, a liquid formulation for children ages 2 and older in grape and fruit flavors; CHILDREN'S CLARITIN<sup>®</sup> Grape Chewables, a chewable tablet for children ages 2 and older; and CLARITIN Hives Relief<sup>™</sup> tablets.

CLARITIN is the No. 1 physician-recommended and pediatrician-recommended over-the-counter antihistamine brand for allergic rhinitis. The CLARITIN<sup>®</sup> Rx-to-OTC switch in 2002 was the largest switch ever—and the first and only for a non-sedating antihistamine. For more information on allergies and treatment, visit [www.CLARITIN.com](http://www.CLARITIN.com).

## **About Schering-Plough**

Schering-Plough Consumer Health Care is the U.S. over-the-counter (OTC) and consumer products business unit of Schering-Plough, an innovation-driven, science-centered global health care company. Through its own biopharmaceutical research and collaborations with partners, Schering-Plough creates therapies that help save and improve lives around the world. The company applies its research-and-development platform to human prescription and consumer products as well as to animal health products. Schering-Plough's vision is to "Earn Trust, Every Day" with the doctors, patients, customers and other stakeholders served by its colleagues around the world. The company is based in Kenilworth, N.J., and its Web site is [www.schering-plough.com](http://www.schering-plough.com).

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