

Eli Lilly and Company

Cialis® (tadalafil) Broadcast Schedule for the Week of 3/23

PRIME

Week of 3/23

NETWORK	DATE	PROGRAM	TIME (EST)
ABC	Mar 25	LIFE ON MARS	10-11 pm
ABC	Mar 27	20/20	10-11 pm
CBS	Mar 29	60 MINUTES	7-8 pm
CBS	Mar 29	THE UNIT	10-11 pm

NETWORK NEWS

Week of 3/23

NETWORK	DATE	PROGRAM	TIME (EST)
NBC	Mar 28	NBC NIGHTLY NEWS	6:30-7 pm
ABC	Mar 28	ABC WORLD NEWS TONIGHT	6:30-7 pm

NETWORK SPORTS

Week of 3/23

NETWORK	DATE	PROGRAM	TIME (EST)
NBC	Mar 28	PGA TOUR	3-7 pm
NBC	Mar 28	PGA TOUR	3-7 pm
NBC	Mar 29	PGA TOUR	3-7 pm
NBC	Mar 29	PGA TOUR	3-7 pm

LATE NIGHT

Week of 3/23

NETWORK	DATE	PROGRAM	TIME (EST)
NBC	Mar 25	LATE NIGHT W/ JIMMY FALLON	12:30-1:30 am
CBS	Mar 26	LATE LATE SHOW W/ FERGUSON	12:30-1:30 am

* Eli Lilly and Company reserves the right to change the Cialis® schedule without notice.