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**UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA**

SHARAE CASEY V. DOCTOR’S BEST,
INC.

CASE NO. 8:20-cv-01325-JLS-JDE

**DECLARATION OF JEANNE C.
FINEGAN, APR CONCERNING
CLASS MEMBER PUBLICATION
NOTIFICATION IN SUPPORT OF
FINAL APPROVAL OF
SETTLEMENT**

I, JEANNE C. FINEGAN declare as follows:

INTRODUCTION

1. I am Managing Director and Head of Kroll Notice Media Solutions (“Kroll Media”),¹ a business unit of Kroll Settlement Administration LLC (“Kroll”). This Declaration is based upon my personal knowledge as well as information provided to me by my associates and staff, including information reasonably relied upon in the fields of advertising media and communications.

2. Kroll was appointed as the Claim Administrator to provide notice and administration services in connection with *Sharae Casey v. Doctor’s Best, Inc.*, referred to herein as the “Settlement,” as embodied in that certain Settlement Agreement (the “Settlement Agreement”) attached as Exhibit A to the *Motion for Preliminary Approval of Settlement and Class Certification*. [Docket No. 37]. A full description of Kroll’s administrative duties are found in the declaration of Paul Ferruzzi of Kroll, filed contemporaneously herewith.

3. The purpose for this Declaration is to provide a final status update

¹ Capitalized terms used but not defined herein have the meaning given them in the Settlement Agreement (as defined below).

1 concerning the successful online publication of the Online Advertisement Notices for
2 this Settlement, which online publication commenced on March 14, 2022, and was
3 completed on April 12, 2022. The Online Advertisement Notices appeared as display
4 ads and social media ads and collectively reached an estimated 90% of the target
5 audience, i.e., Settlement Class Members. A total of more than 11 million online
6 display and social media impressions were served.

7 **ONLINE DISPLAY TARGETING**

8 4. The Online Advertisement Notices utilized a programmatic approach²
9 across multi-channel and inventory sources targeting “*arthritis and other health-*
10 *related content.*”

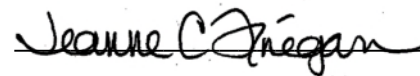
11 5. Attached as **Exhibit 1** are copies of the online display ads.

12 **SOCIAL MEDIA TARGETING**

13 6. The Online Advertisement Notices appeared on Facebook and were
14 targeted to people who “like” or “follow” pages and groups related to glucosamine
15 and arthritis, as well as adults 55 years of age or older with a college education or
16 higher.
17

18 7. Attached as **Exhibit 2** are copies of the social media ads.

19
20 I declare under the penalty of perjury, under the laws of the United States of
21 America, that the foregoing is true and correct. Executed on May 20, 2022, in Tigard,
22 Oregon.

23
24 
25 Jeanne C. Finegan, APR
26

27
28 ² Programmatic refers to computerized media buying of advertising inventory.

Exhibit 1

Banner Ads

Doctor's Best Glucosamine Sulfate Purchasers:

You Could Get a Refund from a Class Action Settlement



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Doctor's Best Glucosamine Sulfate Purchasers:

You Could Get a Refund from a Class Action Settlement



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You Could Get a Refund from a Class Action Settlement



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You Could Get a Refund from a Class Action Settlement



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Exhibit 2

Social Media Ads

Mobile

Legal Notices
Sponsored · 🌐

Doctor's Best Glucosamine Sulfate Purchasers - You Could Get a Refund from a Class Action Settlement.

DOCTOR'S BEST GLUCOSAMINE SULFATE SETTLEMENT



DOCTORSBESTGLUCOSAMINES...
Glucosamine Settlement
Court Authorized Notice

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Doctor's Best Glucosamine Sulfate Purchasers - You Could Get a Refund from a Class Action Settlement.

DOCTOR'S BEST GLUCOSAMINE SULFATE SETTLEMENT



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Court Authorized Notice

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