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**Local Marketing Association Hosts  
Team Tylenol Branding and Positioning Program  
March 15 in Philadelphia, PA**

**How Tylenol Rapid Release Gels Move to the Pole Position with NASCAR  
Register Today!**

**Philadelphia, PA (February 23, 2011)** – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional association for marketers, educators and students across the tri-state region of the Delaware Valley – is pleased to announce a must-attend event for marketers looking to learn from the success of Tylenol’s Rapid Release Gels, one of the top-selling products in the storied history of Tylenol-brand products. The event will be held on March 15, from 12:00 p.m. to 1:30 p.m. at Maggiano's, 1201 Filbert Street in Philadelphia, PA. Registration can be completed by visiting <http://www.amaphilly.org>, calling 267-287-8497 or emailing [info@amaphilly.org](mailto:info@amaphilly.org). The registration fee is \$45 for AMA members and \$55 for non-members.

Johnson & Johnson/ McNeil Consumer Healthcare formed a strategic partnership with NASCAR to reach a core audience for the Tylenol brand and drive home the benefits of this new, fast-acting product. The partnership contributed to the success of the drug and resulted in record-setting revenues.

“Philadelphia marketers have much to learn from Team Tylenol and the success that was driven through marketing innovation,” said Craig Barton, PAMA president.

Patrick Conroy, brand manager at Johnson & Johnson, will lead the session. He joined Johnson & Johnson in 2003 as an associate brand manager of Tylenol with a variety of responsibilities. Conroy has since worked on long-term strategies for growth, licensing and acquisition and for the past year-and-a-half, he has been spearheading the Splenda brand in the U.S., driving new markets for this multi-purpose sweetener and sugar substitute.

**About PAMA**

Established in 1931, the Philadelphia Chapter of the American Marketing Association (PAMA) was one of the first 100 chapters now affiliated with the American Marketing Association

(AMA), which is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide.

Today PAMA's 500+ professional, student and emeritus members represent a diverse array of businesses, industries, government and professional organizations across the Greater Philadelphia area, including southern New Jersey and northern Delaware. PAMA is committed to bringing together members at all career levels with key thought leaders in various marketing disciplines and industries. For more information, visit [www.amaphilly.org](http://www.amaphilly.org).

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