



ELSEVIER

**BMC Group, Inc.**  
**Attn: Graceway Pharmaceuticals Claims Processing**  
**PO Box 3020**  
**Chanhassen, MN 55317-3020**  
**United States**

Our ref: 151509  
Case No. 11-13036 (PJW)

Amsterdam, 8 November, 2011

Dear Sir or Madam,

We herewith would like to lodge our claim for the following:

- Unpaid invoices for the total value of USD 53,254.02.
- Debtor's Name: Graceway Pharmaceuticals

Attached you will find a copy of the invoices.

Please confirm acceptance of this claim. In case you require any further clarifications, please do not hesitate to contact us.

Yours sincerely,

Mrs. Michelle Bloemenveld,  
Manager Global Legal Collections.  
Tel : ++31-20-485-3820  
Fax : ++31-20-485-2654  
Email : mi.bloemenveld@elsevier.com

RECEIVED

NOV 15 2011

BMC GROUP

Graceway Pharmaceuticals LLC



00034



**Ad Sales Customer Service**

Elsevier Inc.  
360 Park Avenue South  
New York, NY 10010-1710

For inquiries contact Ad Sales Dept  
Tel. (212) 462-1950

Tax ID Number: US13-1958712

**Invoice**

Invoice Number **60342846**  
Invoice Date **30 Aug 2011**  
Terms **30 Days Net**  
Due Date **29 Sep 2011**  
PO Number **GRW11113**

Page No: 1

Billing Account Number: 89088 151509

**BILL TO:**

Accounts Payable  
Graceway Pharmaceuticals  
340 MARTIN LUTHER KING JR BLVD  
SUITE 400  
BRISTOL, TN 37620  
United States

Tax ID Number:

Client Account Number: 89088

**CLIENT:**

Accounts Payable  
Graceway Pharmaceuticals  
340 MARTIN LUTHER KING JR BLVD  
SUITE 400  
BRISTOL, TN 37620  
United States

Salesperson: Roxana Aldea Maxim Order Reference: 311486

Issue	Description	Amount	Tax	Total
01-Sep-2011	Journal of the American Academy of Dermatology Volume 65, Issue 3 Product: Zyclara Headline: THWARTED.... Delivery Date: 19-Aug-2011 DI - Display, 2 Page Color: Four Color Process Position: Far Forward Gross Sub Total Agency Discount	     5,610.00 1,665.00 0.00 7,275.00 -1,091.25	     0.00	     5,610.00 1,665.00 0.00 6,183.75 -1,091.25
	<b>Issue Total</b>	<b>6,183.75</b>	<b>0.00</b>	<b>6,183.75</b>
<b>Amount due in USD</b>				<b>6,183.75</b>

Elsevier standard terms and conditions of supply apply - Please see overleaf

**Payment Options**

**Please always mention the invoice number when making payment**

Please return the complete invoice if you are making any changes.

**INVOICE DETAILS**

For Credit Card Payments (Maximum Charge \$15,000, £8,000, €10,000) Please Fax 877-223-1436 or Send to Elsevier Inc, 3251 Riverport Lane, Maryland Heights, MO 63043 Attn: Credit Control

1. Send checks to Elsevier, PO Box 7247-7684, Philadelphia, PA 19170-7684, USA

2. Wire Transfer: Acct #3075-3564, ABA #021000089, Citibank NA, 399 Park Avenue, New York, NY 10043, USA  
**You must quote the Invoice Number as a reference.**

3. Charge to credit card:  Visa Card  Mastercard  American Express

Invoice Number 60342846

Invoice Date 30 AUG 2011

Total Amount USD 6,183.75

Card No:

Expiration Date: Month  Year

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Graceway Zyclara

SH Media, LLC  
11 Rose Meadow Way  
Aquinnah, MA 02535  
508-645-9022

**REVISED INSERTION ORDER**

311486

To: Roxana Aldea Date: 8/2/11  
Fax No.: 212-633-3820 Insertion Order No.: GRW11113  
Tel No.: 212-633-3160  
From: Stefanie Hecht 508-645-9022, 508-645-9021 Fax

For Insertion In: JOURNAL OF THE AMERICAN ACADEMY OF DERMATOLOGY (JAAD)

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CLIENT: Graceway Pharmaceuticals  
PRODUCT: ZYCLARA  
DATE OF ISSUE: September  
AD UNIT: Page 4CB + Page BW  
AD NO.: ZYC1110188  
HEADLINE: "Thwarted"  
POSITION: Far forward  
TIME RATE - SPACE: 24x  
COLOR: 1x  
NET COST: \$6,183.75  
MATERIAL FROM: Repeat from July  
SPECIAL INSTRUCTIONS:

---

NAME DATE

---

Please send invoices to: : Graceway Pharmaceuticals, Attn: Accounts Payable, 340 Martin Luther King Jr Blvd, Suite 400, Bristol, TN 37620

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**Invoice**

Invoice Number **60344584**  
 Invoice Date **12 Sep 2011**  
 Terms **30 Days Net**  
 Due Date **12 Oct 2011**  
 PO Number **GRW-111117/ 4500010166**

Page No: 1

Billing Account Number: 89088

**BILL TO:**

Accounts Payable  
Graceway Pharmaceuticals  
340 MARTIN LUTHER KING JR BLVD  
SUITE 400  
BRISTOL, TN 37620  
United States

Tax ID Number:

Client Account Number: 89088

**CLIENT:**

Accounts Payable  
Graceway Pharmaceuticals  
340 MARTIN LUTHER KING JR BLVD  
SUITE 400  
BRISTOL, TN 37620  
United States

Salesperson: Peter Messina		Maxim Order Reference: 310541		
Issue	Description	Amount	Tax	Total
01-Sep-2011	Ob.Gyn. News Sept 1 2011 Product: Zyclara Delivery Date: 12-Sep-2011 Display, King + Island Color: 4 Color Free Series Discount <b>Gross Sub Total</b> Agency Discount	15,570.00 0.00 -778.50 <b>14,791.50</b> -2,218.73	0.00	15,570.00 0.00 -778.50 <b>12,572.77</b>
<b>Issue Total</b>		<b>12,572.77</b>	<b>0.00</b>	<b>12,572.77</b>
<b>Amount due in USD</b>				<b>12,572.77</b>

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**You must quote the Invoice Number as a reference.**

3. Charge to credit card:  Visa Card  Mastercard  American Express

Invoice Number 60344584

Invoice Date 12 SEP 2011

Total Amount USD 12,572.77

Card No:

Expiration Date: Month   Year

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

SH Media, LLC  
11 Rose Meadow Way  
Aquinnah, MA 02535  
508-645-9022

## INSERTION ORDER

To: Peter Messina Date: 7/28/11  
Fax No.: 973-290-8250 Insertion Order No.: GRW-111117  
Tel No.: 973-290-8221  
From: Stefanie Hecht 508-645-9022, 508-645-9021 Fax  
For Insertion In: OB/GYN NEWS

---

CLIENT: Graceway Pharmaceuticals  
PRODUCT: ZYCLARA  
DATE OF ISSUE: September  
AD UNIT: King Page 4CB + Island Page BW  
AD NO.: ZYC031143  
HEADLINE: "Effectively Clears Genital Warts"  
POSITION: Far forward  
TIME RATE - SPACE: 24x - Women's Skin Care Rates  
COLOR: 1x  
NET COST: \$12,572.78  
MATERIAL FROM: Repeat from July  
SPECIAL INSTRUCTIONS:

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NAME	DATE
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Invoice

Invoice Number 60347451
Invoice Date 30 Sep 2011
Terms 30 Days Net
Due Date 30 Oct 2011
PO Number GRW11125

Page No: 1

Billing Account Number: 89088
BILL TO:
Accounts Payable
Graceway Pharmaceuticals
340 MARTIN LUTHER KING JR BLVD
SUITE 400
BRISTOL, TN 37620
United States
Tax ID Number:

Client Account Number: 89088
CLIENT:
Accounts Payable
Graceway Pharmaceuticals
340 MARTIN LUTHER KING JR BLVD
SUITE 400
BRISTOL, TN 37620
United States

Table with columns: Issue, Description, Amount, Tax, Total. Includes details for 'Journal of the American Academy of Dermatology' and a summary row for 'Issue Total'.

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Payment Options section containing instructions, invoice details, and a credit card payment form with fields for card number, expiration date, and signature.

Graceway  
ZYCLARA

SH Media, LLC  
11 Rose Meadow Way  
Aquinnah, MA 02535  
508-645-9022

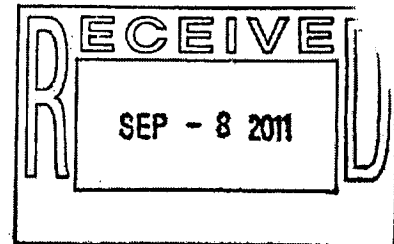
311486

### INSERTION ORDER

To: Roxana Aldea Date: 9/8/11  
Fax No.: 212-633-3820 Insertion Order No.: GRW11125  
Tel No.: 212-633-3160  
From: Stefanie Hecht 508-645-9022, 508-645-9021 Fax

For Insertion In: JOURNAL OF THE AMERICAN ACADEMY OF DERMATOLOGY (JAAD)

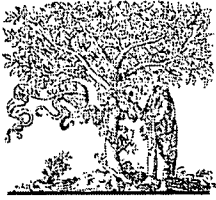
CLIENT: Graceway Pharmaceuticals  
PRODUCT: ZYCLARA  
DATE OF ISSUE: October  
AD UNIT: Page 4CB + Page BW  
AD NO.: ZYC0910179a  
HEADLINE: "What Will Your Patients Pay for Significant Lesion Reduction?"  
POSITION: Far forward  
TIME RATE - SPACE: 24x  
COLOR: 1x  
NET COST: \$6,183.75  
MATERIAL FROM: Repeat from June  
SPECIAL INSTRUCTIONS:



NAME DATE

Please send invoices to: Graceway Pharmaceuticals, Attn: Accounts Payable, 340 Martin Luther King Jr Blvd, Suite 400, Bristol, TN 37620

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Tax ID Number: US13-1958712

Invoice

Invoice Number 60347762
Invoice Date 10 Oct 2011
Terms 30 Days Net
Due Date 9 Nov 2011
PO Number GRW11132
Page No: 1

Billing Account Number: 89088
BILL TO:
Accounts Payable
Graceway Pharmaceuticals
340 MARTIN LUTHER KING JR BLVD
SUITE 400
BRISTOL, TN 37620
United States
Tax ID Number:

Client Account Number: 89088
CLIENT:
Accounts Payable
Graceway Pharmaceuticals
340 MARTIN LUTHER KING JR BLVD
SUITE 400
BRISTOL, TN 37620
United States

Table with columns: Issue, Description, Amount, Tax, Total. Includes rows for 01-Oct-2011 Skin & Allergy News, Product: Zyclara, and Issue Total 5,725.17.

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Payment Options
Please always mention the invoice number when making payment
Please return the complete invoice if you are making any changes.
INVOICE DETAILS
Invoice Number 60347762
Invoice Date 10 OCT 2011
Total Amount USD 5,725.17
For Credit Card Payments (Maximum Charge \$10,000, £7,000, €10,000) Please Fax 314-523-5067 or Send to Elsevier Inc, 11830 Westline Industrial Drive, St. Louis, MO 63146 Attn: Credit Control
1. Send checks to Elsevier, PO Box 7247-7684, Philadelphia, PA 19170-7684, USA
2. Wire Transfer: Acct #3075-3564, ABA #021000089, Citibank NA, 399 Park Avenue, New York, NY 10043, USA
You must quote the Invoice Number as a reference.
3. Charge to credit card: [ ] Visa Card [ ] Mastercard [ ] American Express
Card No: [ ]
Expiration Date: Month [ ] [ ] Year [ ] [ ]
Signature: \_\_\_\_\_
Name: \_\_\_\_\_



SH Media, LLC  
11 Rose Meadow Way  
Aquinnah, MA 02535  
508-645-9022

310564

## INSERTION ORDER

To: Sally Tronco Cioci Date: 9/8/10  
Fax No.: 973-290-8250 Insertion Order No.: GRW11132  
Tel No.: 973-290-8215  
From: Stefanie Hecht 508-645-9022, 508-645-9021 Fax  
For Insertion In: SKIN & ALLERGY NEWS

---

CLIENT: Graceway Pharmaceuticals  
PRODUCT: ZYCLARA  
DATE OF ISSUE: October  
AD UNIT: King Page 4CB + Island Page BW  
AD NO.: ZYC031141  
HEADLINE: "Thwarted"  
POSITION: Far Forward  
TIME RATE - SPACE: 24x (Women's Skin Care Rates)  
COLOR: 1x  
NET COST: \$5,725.18  
MATERIAL FROM: Repeat from July  
SPECIAL INSTRUCTIONS:

---

NAME

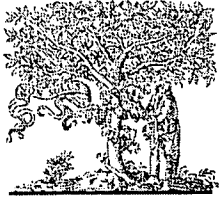
DATE

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Please send invoices to: Graceway Pharmaceuticals, Attn: Accounts Payable, 340 Martin Luther King Jr Blvd, Suite 400, Bristol, TN 37620

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**Invoice**

Invoice Number **60348275**  
Invoice Date **17 Oct 2011**  
Terms **30 Days Net**  
Due Date **16 Nov 2011**  
PO Number **GRW-11129**

Page No: 1

Billing Account Number: 89088

**BILL TO:**

Accounts Payable  
Graceway Pharmaceuticals  
340 MARTIN LUTHER KING JR BLVD  
SUITE 400  
BRISTOL, TN 37620  
United States

Tax ID Number:

Client Account Number: 89088

**CLIENT:**

Accounts Payable  
Graceway Pharmaceuticals  
340 MARTIN LUTHER KING JR BLVD  
SUITE 400  
BRISTOL, TN 37620  
United States

Salesperson: Peter Messina		Maxim Order Reference: 310541		
Issue	Description	Amount	Tax	Total
01-Oct-2011	Ob.Gyn. News Oct 1 2011 Product: Zyclara Delivery Date: 12-Oct-2011 Display, King + Island Color: 4 Color Free Gross Sub Total Agency Discount	15,748.15 0.00 15,748.15 -2,362.22	0.00	15,748.15 0.00 13,385.93
<b>Issue Total</b>		<b>13,385.93</b>	<b>0.00</b>	<b>13,385.93</b>
<b>Amount due in USD</b>				<b>13,385.93</b>

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You must quote the Invoice Number as a reference.
- Charge to credit card:  Visa Card  Mastercard  American Express

Invoice Number 60348275

Invoice Date 17 OCT 2011

Total Amount USD 13,385.93

Card No:

Expiration Date: Month   Year

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

SH Media, LLC  
11 Rose Meadow Way  
Aquinnah, MA 02535  
508-645-9022

## INSERTION ORDER

To: Peter Messina Date: 9/8/11  
Fax No.: 973-290-8250 Insertion Order No.: GRW-11129  
Tel No.: 973-290-8221  
From: Stefanie Hecht 508-645-9022, 508-645-9021 Fax  
For Insertion In: OB/GYN NEWS

---

CLIENT: Graceway Pharmaceuticals  
PRODUCT: ZYCLARA  
DATE OF ISSUE: October  
AD UNIT: King Page 4CB + Island Page BW  
AD NO.: ZYC031143  
HEADLINE: "Effectively Clears Genital Warts"  
POSITION: Page 7  
TIME RATE - SPACE: 24x - Women's Skin Care Rates  
COLOR: 1x  
NET COST: \$13,385.93  
MATERIAL FROM: Repeat from September  
SPECIAL INSTRUCTIONS:

---

NAME	DATE
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Please send invoices to: Graceway Pharmaceuticals, Attn: Accounts Payable, 340 Martin Luther King Jr Blvd, Suite 400, Bristol, TN 37620

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Tax ID Number: US13-1958712

Invoice

Invoice Number 60348276
Invoice Date 17 Oct 2011
Terms 30 Days Net
Due Date 16 Nov 2011
PO Number GRW-11130

Page No: 1

Billing Account Number: 89088
BILL TO:
Accounts Payable
Graceway Pharmaceuticals
340 MARTIN LUTHER KING JR BLVD
SUITE 400
BRISTOL, TN 37620
United States
Tax ID Number:

Client Account Number: 89088
CLIENT:
Accounts Payable
Graceway Pharmaceuticals
340 MARTIN LUTHER KING JR BLVD
SUITE 400
BRISTOL, TN 37620
United States

Table with columns: Issue, Description, Amount, Tax, Total. Includes rows for 01-Oct-2011, Ob.Gyn. News, and Issue Total. Total amount due in USD is 9,614.90.

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2. Wire Transfer: Acct #3075-3564, ABA #021000089, Citibank NA, 399 Park Avenue, New York, NY 10043, USA
You must quote the Invoice Number as a reference.
3. Charge to credit card: [ ] Visa Card [ ] Mastercard [ ] American Express
Invoice Number 60348276
Invoice Date 17 OCT 2011
Total Amount USD 9,614.90
Card No: [ ]
Expiration Date: Month [ ] Year [ ]
Signature: \_\_\_\_\_
Name: \_\_\_\_\_

SH Media, LLC  
11 Rose Meadow Way  
Aquinnah, MA 02535  
508-645-9022

## INSERTION ORDER

To: Peter Messina Date: 9/8/11  
Fax No.: 973-290-8250 Insertion Order No.: GRW-11130  
Tel No.: 973-290-8221  
From: Stefanie Hecht 508-645-9022, 508-645-9021 Fax  
For Insertion In: OB/GYN NEWS

---

CLIENT: Graceway Pharmaceuticals  
PRODUCT: ZYCLARA  
DATE OF ISSUE: October  
AD UNIT: King Page 4CB + Island Page BW  
AD NO.: ZYC031143  
HEADLINE: "Effectively Clears Genital Warts"  
POSITION: Far forward  
TIME RATE - SPACE: 24x - Women's Skin Care Rates  
COLOR: 1x  
NET COST: \$9,614.90 (2<sup>nd</sup> ad 30% BW discount)  
MATERIAL FROM: Repeat from September  
SPECIAL INSTRUCTIONS:

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NAME	DATE
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Please send invoices to: Graceway Pharmaceuticals, Attn: Accounts Payable, 340 Martin Luther King Jr Blvd, Suite 400, Bristol, TN 37620

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