

CHATTEM, INC. SPIKES ADS ON “NOTHING SACRED”

Chattem, Inc., maker of Gold Bond Foot Powder, has announced that it will no longer advertise on the ABC show, “Nothing Sacred”; Gold Bond advertised on three previous episodes of the show.

Chattem is now the 34th company to withdraw sponsorship of the show. Those who previously quit are: Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, Glaxo Wellcome, Ponderosa, Dunkin’ Donuts, Scott’s Liquid Gold, Chrysler-Plymouth, Honda, Arm & Hammer, Home Depot, Borden, Alberto Culver, Montgomery Ward, Ovaltine, Dairy Queen, Mutual of Omaha, Telecom*USA, Cigna, McCormick, Pier 1, NordicTrack, John Paul Mitchell Systems, Meineke, Fantom Technologies Direct, A&M Products, Nissan and RadioShack.

League president William Donohue offered the following remarks on the latest news:

“Chattem, Inc. did the right thing: it sent a message to Disney/ABC that no respectable company wants to be associated with their propaganda.

“The ratings for last week’s episode demonstrate that a show with lousy ratings is capable of getting even lousier ones. But what is truly amazing is how many elitist, arrogant critics there are who continue to push ‘Nothing Sacred,’ even when it is obvious that the public gives the show two thumbs down. For example, in today’s edition of *USA Today* and the *New York Daily News*, there are glowing reviews of tonight’s episode of the show, as if by flagging the program someone will be persuaded to tune in. The public, however, is a lot smarter than the critics: they can spot a con job faster than the critics can spell Michael Eisner.”