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IN THE UNITED STATES DISTRICT COURT

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FOR THE DISTRICT OF ARIZONA

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IN RE: Zicam Cold Remedy Marketing,  
Sales Practices, and Products Liability  
Litigation.

No. 09-md-2096-PHX-FJM

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**ORDER**

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THIS DOCUMENT RELATES TO:

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Barton, Jill M. v. Matrixx Initiatives,  
Inc., et al.  
CV 10-1476-PHX-MHB

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Holloway, Susan A. v. Matrixx  
Initiatives, Inc., et al.  
CV 10-1483-PHX-SRB

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Kirsch, Charnay A. v. Matrixx  
Initiatives, Inc., et al.  
CV 10-1382-PHX-ROS

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Murter, Joseph F. v. Matrixx Initiatives,  
Inc., et al.  
CV 10-1484-PHX-DGC

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Ponthieux, Sharon K. v. Matrixx  
Initiatives, Inc., et al.  
CV 10-1485-PHX-DGC

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Willhite, George Anthony v. Matrixx  
Initiatives, Inc., et al.  
CV 10-1486-PHX-GMS.

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The court has before it the parties’ “Stipulated Motion to Transfer Related Cases to  
MDL No. 2096 In Re: Zicam Cold Remedy Marketing, Sales Practices, and Products  
Liability Litigation” (doc. 920).

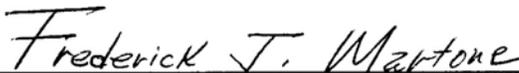
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1 Plaintiffs allege that they suffered anosmia after using Zicam Cold Remedy, and assert  
2 claims for fraud, negligence, failure to warn, defective design, breaches of express and  
3 implied warranty, and violation of the Unfair and Deceptive Trade Practices Act. Plaintiffs'  
4 cases involve the same defendants and call for determination of substantially the same  
5 questions of law as the other personal injury cases in the MDL. See LRCiv 42.1(a).

6 Therefore, **IT IS ORDERED GRANTING** the parties' stipulated motion to transfer  
7 (doc. 920). **IT IS ORDERED** that CV10-1476-PHX-MHB, CV10-1483-PHX-SRB,  
8 CV10-1382-PHX-ROS, CV10-1484-PHX-DGC, CV10-1485-PHX-DGC, and  
9 CV10-1486-PHX-GMS shall be transferred to In Re: Zicam Cold Remedy Marketing, Sales  
10 Practices, and Products Liability Litigation, MDL 09-2096-PHX-FJM.

11 DATED this 4<sup>th</sup> day of October, 2010.

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15 Frederick J. Martone  
16 United States District Judge  
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