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NOT FOR PUBLICATION

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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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Ryan, Clara v. Matrixx Initiatives, Inc.,
et al.
CV 10-1876-PHX-FJM

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Helm, Judy v. Matrixx Initiatives, Inc.,
et al.
CV 10-1942-PHX-NVW.

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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. 894).

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

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