

POWERFUL PARTNERSHIP PROGRAMS®

deliver outstanding results

Smart Start/Silk Powerful Partnership Program®

Program Elements



FSI



POS Shelftalker with IRC Take-one Pad



IRC Take-one Pad



In-ad Coupon



IRC Tri-fold On-pack Sticker

Account Specific Executions

9 out of 11 priority accounts participated in the program. For a complete list of all account specific activity, please contact TCP.



Kroger Feature Ad

Smart Start and Silk coordinated ad dates. Kellogg's targeted Smart Start shippers with POS and IRCs in Kroger's "Nature Market" where Silk is merchandised.



ACME Feature Ads

All Albertsons divisions merchandised with POS and 3 IRC take-one pads per store. Smart Start ad and display activity in most divisions including pallets in Shau's and Acme.

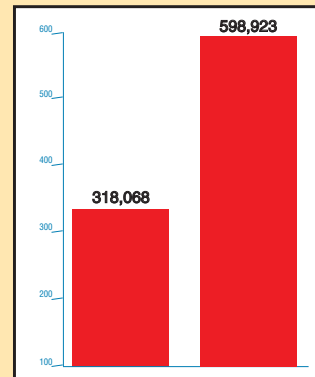
Results

The Powerful Partnership Program® was extremely successful.

- +88% increase in incremental volume versus YAG
- %ACV Display support increased 16.9 gross points from YAG to 27.6
- 9 out of 11 priority accounts supported the program
- +259% increase in incremental volume versus YAG in priority accounts

* Total US FDM (excluding Wal-Mart) - 4 w/e 5/1/05 vs. YAG; Sales numbers adjusted to include early & late retailer activity for 4 accounts. Display numbers were available on a quad basis only and could not be adjusted for early/late activity.

Priority Retailers: Albertsons, Cub, Food Lion, HEB, Kroger, Meijer, Publix, Safeway, Stop & Shop, Wakefern, Winn-Dixie (Wal-Mart results excluded/unavailable)



Incremental Volume