

The results are in:

POWERFUL PARTNERSHIP PROGRAMS®

perform better than customary FSIs

Ball Park's Customary FSI

January 2000



Ball Park's Powerful Partnership Program®
Program Elements

January 2001



FSI



POS with IRC Take-one Pad



IRC Take-one Pad



IRC On-pack Sticker

Account Specific Executions



Farmer Jack Feature Ad



Food Lion Feature Ad



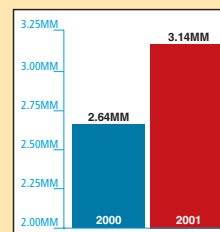
Albertsons Feature Ad

Results

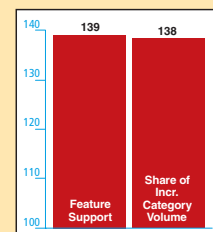
Ball Park's Results

- Incremental Volume surpassed Ball Park's objectives. This growth occurred while Ball Park base volume was declining (-5.9%)* and prices had been raised approx. 2.4% on 4 key SKUs.
- In the key pre-Super Bowl week, Ball Park Feature Support increased 39% and their share of incremental category volume increased 38%*.
- Ball Park was the only one of the 3 major brands to grow incremental volume for the combined 2 weeks prior to the Super Bowl.

* Source: IRI 4 week promotion period, 2001 vs. 2000.



Incremental Volume



Index vs. YRG