

The results are in:  
**POWERFUL PARTNERSHIP PROGRAMS®**  
 perform better than customary FSIs

Hot Pocket's Customary FSI

May 2000



Hot Pocket's Powerful Partnership Program®  
 Program Elements

May 2001



FSI



POS with IRC Take-one Pad



IRC Bottleneck



IRC Take-one Pad

Account Specific Executions

Due to the tremendous success of the program in 2001, Hot Pockets repeated the program in 2002. Priority account participation improved with each program: 5 out of 7 priority accounts in 2001 and all 7 priority accounts in 2002.



**Fry's** Display



**Tops** Display



**ShopRite** Display



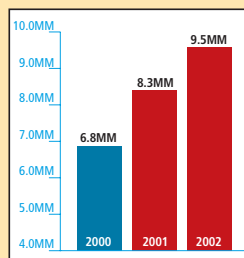
**GIANT EAGLE** customized for their support of The Children's Cancer Foundation

Results

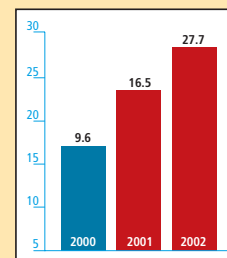
Hot Pocket's Results

- Unit sales grew in two consecutive programs
- Feature and display support increased with each successive program

\* Source: Nielsen Syndicated Data; TUS Food; 4-week period ending 5/27/2000, 5/26/2001, 5/18/2002.



Hot Pockets Unit Volume\*



Feature & Display Unit Share\*