

POWERFUL PARTNERSHIP PROGRAMS®

deliver outstanding results

Uncle Ben's/Del Monte Powerful Partnership Program®

Program Elements



FSI



POS Shelftalker



IRC Take-one Pad

Account Specific Executions

9 out of 14 priority accounts participated in the program. For a complete list of all account specific activity, please contact TCP.



fray's Display

IRCs and POS merchandised by Uncle Ben's direct retail team.



Publix Feature Ads

Feature in co-op flier from 8/13/05 to 9/16/05. IRCs and POS merchandised at store level by Del Monte direct retail team.

Results

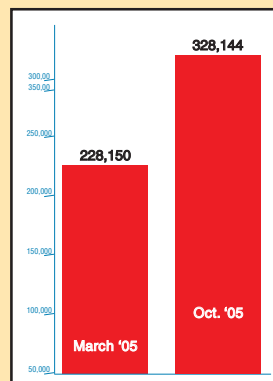
Ready Rice

- Ready Rice had +28% increase in incremental volume, which exceeded the goal of +25%
- Ready Rice Quality Merchandising +4.4% vs. previous promotion

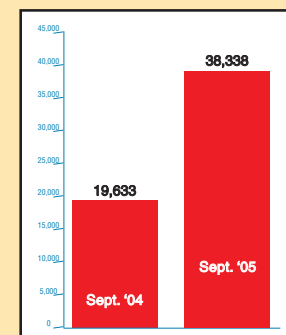
Long Grain & Wild Rice

- Long Grain & Wild Rice incremental volume nearly doubled vs. YAG; up +95%
- Long Grain & Wild Rice Quality Merchandising was up +10.5% vs. YAG

Source: IRI, Total US, Food Channel, excluding Wal-Mart 4 week periods ending 10/2/05 vs. 3/27/05



Ready Rice Incremental Volume



Long Grain & Wild Rice Incremental Volume