

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

Stouffer's Customary FSI

January 2004



Stouffer's Powerful Partnership Program®
 Program Elements

January 2005

Regional FSI

Display Card

IRC Bottleneck

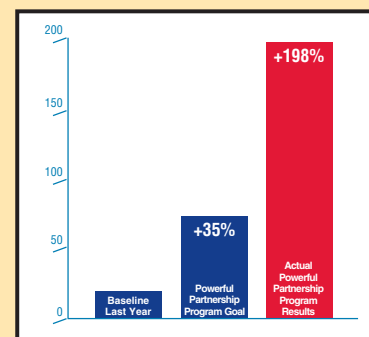
IRC Take-one Pad

IRC On-pack Sticker

Results

The Powerful Partnership Program® surpassed every goal.

- Incremental volume goal was +35% vs. YAG; TCP achieved more than 5 times that goal
- Quality merchandising goal was +35% vs. YAG; TCP achieved +68% vs. YAG
- Rate of Sale off display was approximately 3 times greater vs. YAG
- 20 of 21 priority accounts participated - including Wal-Mart and Safeway



Incremental Unit Volume

* Source: IRI, promotion period, 1/16/05 - 2/19/05.