

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

Stouffer's Customary FSI

October 2003



Stouffer's Powerful Partnership Program®

October 2004

Program Elements



POS with IRC Take-one Pad



Static Cling with IRC Take-one Pad



In-ad Coupon



IRC On-pack Sticker



IRC Bottleneck

Account Specific Executions

25 of 30 priority accounts participated in the program. For a complete list of all account specific activity, please contact TCP.

WAL-MART



In-store Sampling

Stouffer's on display in all Supercenters with feature ad. Stouffer's ran sampling program in 1,135 Supercenters. Coke/Stouffer's sold in joint displays at the region level. Half-page FSI ran in 9 high BDI/CDI metro markets (3.2 million circulation) with a rebate offer: Get \$5.00 back when you buy two 2-liter bottles of Coca-Cola classic PLUS one Stouffer's Party Size Lasagna.

Alburtsons



In-store Display

Activity throughout October in all divisions with features and end cap displays. Coke merchandised 166,700 IRCs and 4,700 POS pieces across all stores.

Ralphs



Retailer Loyalty Card Offer

Retailer loyalty card offer ran in 1/13 ad. Program was supported in-store with joint displays and POS.

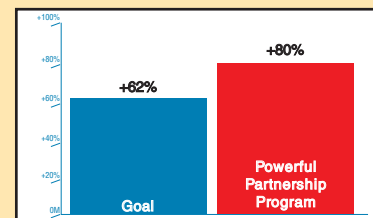
Results

The Powerful Partnership Program® exceeded Stouffer's highest expectations.

- National incremental volume goal was +62% vs. YAG; TCP achieved +80% vs. YAG
- In priority accounts incremental volume was up +130%
- Over 90% of the growth in incremental volume came from Stouffer's priority retailers
- 25 of 30 priority accounts participated—including Wal-Mart
- For the 8-week period % ACV quality merchandising increased from 80% to 104% on a gross** basis
- Rate of Sale off display was 3 times greater than YAG

*Source: Nielsen 8 w/e 10/30/04 vs 11/1/03. Excludes Wal-Mart.

**Some retailers participated for more than one week.



Stouffer's National Incremental Volume*