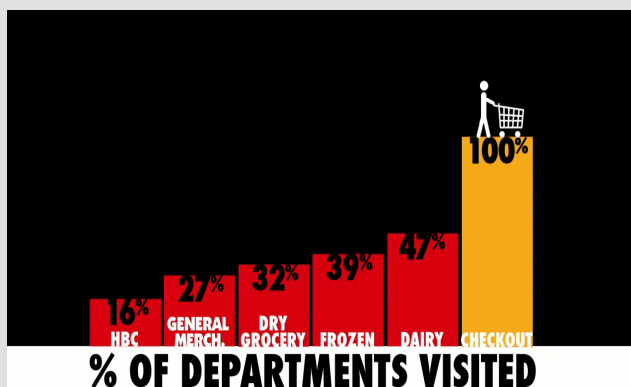


HOW WILL PROFIT ZONE HELP YOUR GROCERY STORE?



CHECKOUT THE HOTSPOT

- The checkout lane is the only space in the store that ALL shoppers must pass!*



SAVE BEVERAGE SPACE

- Beverages account for 24.3% of checkout stand sales and 25.4% of the profits!*

Magazines, Confectionery & Beverages Generate 81% Of Sales Profits

Category	Share of Checkout Dollar Sales (2008)	Share of Checkout Total Profits* (2008)
Confectionery*	29.9%	30.6%
Beverages**	24.3%	25.4%
Magazines	24.8%	24.3%
Batteries	3.0%	3.8%
Video/Media	0.6%	1.4%
Snacks***	3.7%	2.8%
Other GM/HBC	1.4%	1.9%
Razors/Blades	2.0%	1.8%
Tobacco Accessories	2.0%	3.4%
Gift/Phone Cards	6.2%	1.3%
Oral Care	0.6%	0.8%
Lip Care	0.5%	0.7%
Cookies/Crackers	0.8%	0.5%
Film/Cameras	0.3%	0.4%

Strategy: Focus on the key "power" categories to maximize checkout performance

* Includes Candy, Gum, Mints.
** Includes Carbonated, Non-Carbonated, Bottled Water, & Energy Drinks.
*** Includes Soft, Hard, and Natural.

† Includes Gross Margin & Placement Fees.

Source: FEF Study, DHC Analysis.

MARS Incorporated

The Coca-Cola Company

Dechert Hampe

Front End Focus

FOCUS

Best Practices for Supermarket Checkout Merchandising

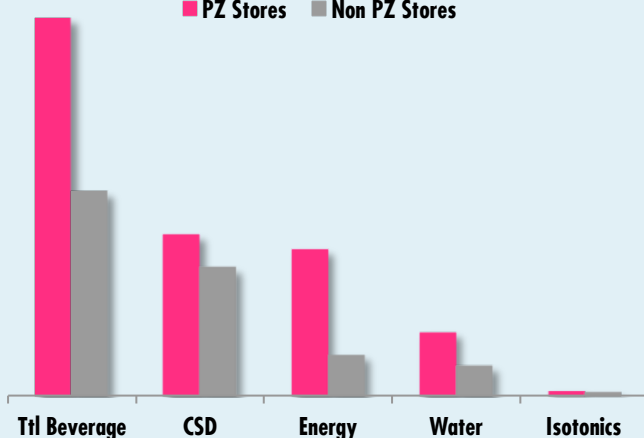
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CASE STUDY RETAILER D

- Total Beverage in stores with Profit Zone grow profits +85.3% vs. stores without!*

Average Gross Profit Per Store

■ PZ Stores ■ Non PZ Stores



THE CHOICE IS SIMPLE

- Try a cooler that: drives new users, increases consumption, and meets distinct need states



Functional

Refreshment

Hydrate