










Program Portfolio

SmartSource at a glance

Whether consumers are at home, in store, online or mobile, we have the programs to reach them.

Product/Description	Network	Household Reach	% Household Reach	Frequency	Impressions	CPMI	Brand Sales Lift Range	Objectives Fulfilled	Custom Options/Program Extensions <small>Please see reverse side for custom option descriptions</small>	Home-Delivered Media Options
 SmartSource Carts Advertising on the front and inside of the cart	10,000+ food stores 1,000+ mass stores 5,000+ dollar stores 1,250+ office-supply stores	57 mm	49%	3.6x/cycle	205 mm/cycle	\$3.75	+7-14%	<ul style="list-style-type: none"> Drive Traffic to Brand Build Equity 	Print Technologies Papers & Coatings Mobile Marketing	
 SmartSource Coupon Machine Coupon dispenser that delivers at-shelf incentives	15,500+ food stores 21,250+ drug stores 1,750+ mass stores 15,500+ dollar stores 1,250+ office-supply stores 250+ convenience stores	75 mm	65%	3.9x/cycle	295 mm/cycle	\$4.25	+18-34%	<ul style="list-style-type: none"> Drive Trial Build Loyalty Promote Launch Break Competitive Tie At Shelf Close Price Gap Defend Against Competitive Launch 	Custom Shapes & Sizes* Promotional Deliverables Print Technologies* Papers & Coatings* Mobile Marketing* <i>*Available on Riser or Wrap</i>	
 SmartSource Floortalk Billboard-sized floor advertising	10,000+ food stores 250+ drug stores 1,250+ mass stores 14,750+ dollar stores 250+ convenience stores	52 mm	45%	3.5x/cycle	182 mm/cycle	\$3.88	+7-16%	<ul style="list-style-type: none"> Build Equity Raise Awareness Address Location or Shelf Space Break Competitive Tie At Shelf 	Custom Shapes & Sizes Electronic Options Print Technologies Papers & Coatings Mobile Marketing	
 SmartSource Magazine Free-standing insert in the Sunday paper	73.9 mm circulation	157 mm (Adult Reach)	70%	1x/week	158 mm/week	\$6.13		<ul style="list-style-type: none"> Drive Trial Build Loyalty Promote Launch Build Equity Close Price Gap Reach C&D Markets 	Tab & Twin Tab Peel n Taste Scratch 'n Sniff Coupon Saver Power Page Consumer Card	Scratch Off Online Coupons
 SmartSource Shelftake One Promotion dispenser that delivers information and offers at shelf	13,250+ food stores 21,250+ drug stores 1,750+ mass stores 15,500+ dollar stores 1,500+ office-supply stores 250+ convenience stores	64 mm	55%	3.7x/cycle	238 mm/cycle	\$2.74	+7-13%	<ul style="list-style-type: none"> Drive Trial Build Loyalty Build Equity Provide Consumer Information 	Custom Scents Promotional Deliverables Sampling Print Technologies Papers & Coatings Mobile Marketing	
 SmartSource Shelftalk At-shelf advertising	13,250+ food stores 21,250+ drug stores 1,750+ mass stores 15,500+ dollar stores 1,500+ office-supply stores 250+ convenience stores	63 mm	55%	3.7x/cycle	238 mm/cycle	\$2.44	+6-13%	<ul style="list-style-type: none"> Build Equity Raise Awareness Address Location or Shelf Space 	Custom Shapes & Sizes Custom Attachments Tear Pads Custom Scents Electronic Options Promotional Deliverables	Sampling Print Technologies Papers & Coatings Mobile Marketing
 SmartSource Shelftalk Banner At-shelf advertising that can span several shelves	11,250+ food stores 9,000+ drug stores 1,750+ mass stores 15,000+ dollar stores 1,500+ office-supply stores 250+ convenience stores	54 mm	47%	3.7x/cycle	202 mm/cycle	\$4.37	+6-13%	<ul style="list-style-type: none"> Build Equity Raise Awareness Break Competitive Tie At Shelf Address Location or Shelf Space 	Custom Shapes & Sizes Custom Attachments Tear Pads Custom Scents Electronic Options Promotional Deliverables	Sampling Print Technologies Papers & Coatings Mobile Marketing
 SmartSource Shelfvision Video At-shelf video advertising	10,500+ food stores 11,500+ drug stores 1,750+ mass stores 15,000+ dollar stores 1,500+ office-supply stores 250+ convenience stores	51 mm	44%	3.7x/cycle	191 mm/cycle	\$4.56		<ul style="list-style-type: none"> Build Equity Raise Awareness Address Location or Shelf Space 	Mobile Marketing* <i>*Available on Riser</i>	
 SmartSource Showcase Product packaging adhered to the shelf	9,000+ food stores 5,000+ drug stores 1,750+ mass stores 15,000+ dollar stores 1,500+ office-supply stores	43 mm	38%	3.7x/cycle	162 mm/cycle	\$2.35	+14-29%	<ul style="list-style-type: none"> Promote Launch Raise Awareness Introduce Package Address Location or Shelf Space 	Custom Shapes & Sizes Custom Attachments Tear Pads Custom Scents Electronic Options Promotional Deliverables	Sampling Print Technologies Papers & Coatings Mobile Marketing

SmartSource Custom Media
Custom Media programs use advanced targeting to reach consumers in their homes with the most creative and fun formats. Our programs also provide turnkey production services, giving you single-source convenience with even the most complex executions. **SmartSource Custom Media** programs place pre-printed ads in thousands of newspapers nationwide or deliver them inserted into SmartSource Magazine. **SmartSource Custom Media Front Door** programs deliver polybag and door hangers right to consumers' front doors. **SmartSource Custom Media In-Store** reaches consumers with advertising messages at thousands of retailers nationwide. SmartSource Custom Media can also help you place advertising with call-to-action messages, such as 1-800 numbers or respond-to web addresses.

News America Marketing Partnerships
Themed Events align brands with today's hottest sporting events, like Super Bowl, and with important causes, such as diabetes or breast-cancer awareness. You'll receive exclusive licensing rights including tie-ins, and prominent positioning in our themed issues, as well as the opportunity to extend this branding to our in-store and online media.

SmartSource Direct
SmartSource Direct uses national retailer loyalty-card databases to connect brands to millions of consumers. Our full-service marketing programs help you develop the most comprehensive direct-mail strategy. Working together we can work out timelines, recommend targeting criteria, assist with retailer selection, consult on creative development and plan post-promotion analytics.

You can target consumers at the household level with our **loyalty-card** and **geo-demographic** programs. The loyalty-card programs access frequent-shopper card data from over 23,000 retail stores* including CVS, Rite Aid, Kmart, Safeway and Albertsons.* Using store-purchase data you can identify consumers at all usage levels and target them with your offer accordingly. The **geo-demographic** programs use national panel-survey data to deliver targeted programs around key retailer locations such as Walmart, where loyalty-card data is not available.

*SmartSource Direct data
*As of April 2011

FSI Research Notes: Adult Audience-Impressions: paid circulation estimated at 2.8 readers per paid newspaper copy (NAM newspaper survey of newspaper readers per paid copy, October 2010), non-paid circulation estimated at 1 reader per copy. **CPMI:** Cost for a National Buy/ Impressions (000) (calculated using rate card of \$13.05 CPM). **Circulation:** Based on News America Marketing's market list effective 7.17.2011.

In-store Research Notes: Brand Sales Lift Range: IRI Store Census Data, GFK Audits & Surveys; MASI; Approximately 80% of matched-panel test results for this program fall within this range. **Reach/Frequency/Impressions:** Store Traffic methodology estimated from IRI Household Panel 2009 based on HH shopping NAM program stores in 4-week period based on national Cycle 12, 2009 store lists, adjusted to Cycle 7, 2011 store counts food class of trade only. Shelftake One, Shelftalk Banner, Shelfvision Video and Showcase based on Shelftalk estimates, adjusted for respective store counts. CPMI based on Impressions and National Buy Rate Card Rates as of January 2011, including Standard Variable and Fixed Production Costs. Showcase includes space only since production is custom; Shelftalk Banner includes production of \$28.14 **Network:** Food, drug, mass, dollar-store, office-supply and convenience store counts are based on cycle 7, 2011.

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additional products and services

Digital Media



SmartSource Online Savings Network

Home to one of the best places for consumer savings on the web. **SmartSource.com** draws 5 million unique visitors each month.¹ Our network of more than 300 websites* includes retailers like Albertsons, Winn-Dixie, Price Chopper; lifestyle and media sites including Cool Savings, Coupon Mom and *The New York Post*.*

SmartSource.com's New Coupon Alert reaches the email boxes of 1.2 million registered consumers.^{2*} Additionally, our **third-party email** list includes 800,000^{2*} SmartSource.com opt-in users. We can also work with you to create and execute **coupon and sampling-enabled outbound email campaigns** using specific list selects that reach geographic, demographic, and psychographic target markets. This is especially useful for reaching consumers with homes in close proximity to retailers without loyalty-card programs such as Walmart.

¹Google Analytics, May 2011

²NAM data

*As of April 2011



Mobile Marketing

With more and more consumers using their smart phones to manage their lives, consumers expect to receive advertising and promotions on their mobile devices. By either scanning **Quick Response (QR)** codes or sending **SMS texts** via their mobile devices, consumers will receive coupons, information or be able to request a sample of your brand within seconds.



Direct2Card

Now consumers can load savings right onto their frequent-shopper cards. Our expansive network of **Direct2Card** retailers includes Kroger, AOL, Safeway and Giant Eagle and partnerships with Zavers, M Dot, You Tech and Red Plum.*

*As of April 2011



Walmart and Target Online Sampling and Promotion

Place your sample on the **Target.com Sample Spot** page, and consumers can request to receive your sample in the mail. With 27 million unique visitors per month,¹ samples are guaranteed to go fast!

We've also partnered with **Triad Digital**, Walmart.com's promotional partner, to coupon enable advertising on **Walmart.com**.

¹Target data

Shopper Marketing



SmartSource Price Feature Plus

Our Trade Group is the link between manufacturers and retailers, coordinating customer-specific shopper-marketing programs that help drive traffic and leverage retailer support. In fact, we've been fostering successful manufacturer and retailer relationships for over twenty years! Working with us we'll help

you build the kinds of collaborative retail relationships beneficial to everyone, including the consumer.

Through **SmartSource Price Feature Plus (PPF)**, our flagship co-marketing program, your brand provides retailers access to advertising placement in SmartSource Magazine. These account-specific ads, placed near coupon promotions, highlight reduced price points and final-net costs, driving today's especially price-sensitive consumers to the featured retailer. In exchange, you'll get increased leverage in negotiating merchandising support; that can include guaranteed price points, more prominent in-store displays and larger features in retailer circulars.

Use our co-marketing programs to promote more than dead-net price! We provide customer-specific FSI programs to support a variety of strategies including advertising: price point only, equity messages, in-ad coupons and in-store themed events. Our Price Feature Plus programs are available in many classes of trade including, grocery, drug, mass, pet, home-improvement and value/dollar stores.



Merchandising Services

Offers long and short-term merchandising programs in all classes of trade including, grocery, drug, mass merchandise, dollar, club and more. Our 55,000+ store network* as well as the ability to execute in any location that you provide an address, gives you unmatched flexibility and efficiency. With a professional

team of almost 4,000+ in-house merchandisers* we can manage projects including, instant redeemable coupons, on-pack stickers, shipper assembly, display set-up and refilling, shelf-set audits, photo audits and stock-up notifications.

*As of April 2011

Other Programs and Services

We also offer additional in-store programs including **Entrance Ads**, full-color, oversized advertising that wraps doorway security pedestals, to capture consumers' attention right as they walk through the door. Clients can also add a Coupon or Information **Tear Pad** to Shelftalk, Shelftalk Banner, Shelftalk Freezer Decal or Showcase program making it a promotional tool.



SmartSource Sampling Programs

Sampling can be one of the most effective ways to generate trial, giving your brand the chance to turn a trier into a loyal user. **Shelftake One Box** is a disposable box, customized with your brand's creative that distributes sample packets in the aisle. **Showcase Sampling** is a full-sized lotion bottle that is securely attached

to the shelf, allowing customers to try your product right in the store. **Shelftalk Sampling** dispenses products like face cream while leveraging your brand's equity message with **Shelftalk**. Our **Shelftake One Sampling** program includes **Shelftake One** units that dispense thin sample packets or **BeautiSeals®** along with product information. **SmartSampling** are at-shelf or floor-stand displays offering samples that are scanned as free merchandise when a retailer loyalty card is used. Capturing consumer data via the loyalty card allows for precise, direct-to-trier follow-up targeting (*patent method pending*).

Strategic Planning and Evaluation

Research is a critical tool for planning and assessing your home-delivered and in-store program performance. Our proprietary research products and partnerships with the nation's leading research providers allow our clients to successfully plan and evaluate their SmartSource programs.

Planning Tools

Our planning tools maximize SmartSource home-delivered and in-store programs by delivering media campaigns to the most relevant and responsive audience.

Planning SmartSource Magazine Programs

SmartMatrix is a proprietary web-based FSI-planning tool that creates optimal market lists using various data sets including IRI Brand/Category Development Indices, TD Linx Retail ACV Data, Spectra Demand Indices, Simmons Market Potential Index by Demographic Data, and/or your custom market-level data. Based on this data, SmartMatrix can also assign coupon values and analyze market lists to identify additional coverage opportunities.

SmartMatrix uses form-level data, which is more targeted than market-level data, which allows advertisers to choose the most efficient SmartSource Magazine forms.

Planning SmartSource Custom Media Programs

Our proprietary **SmartNavigator** targeting system combines demographic and lifestyle data with geographic data to recommend optimal DMAs, counties, zip codes and sub-zip geographies for SmartSource Custom Media Insert, and SmartSource Front-Door programs.

Custom Options

Our **custom options**, the most innovative and creative in the industry, give your brand's advertising extra impact. Whether you want to deliver samples, attach a product, or demonstrate a new scent, we have a way to meet your brand's special objectives.

Custom Shapes & Sizes: Includes Die Cut, Multi Piece, Custom Size, Multi-View, Over Size, Super Size, Product Package Replication

Custom Attachments: Includes Custom Color/Shaped Frames, InfoShade, InfoWheel, Flip Chart, Game-Piece Activation, Lug Attachment, Product Attachment

Custom Scents: Includes Scented Bellows, Extrusion, Scent Strip, Scratch 'n Sniff, Rub 'n Smell, Scented Varnish, Lift 'n Smell

Electronic Options: Includes Lighted (LED), Talking, Fiber Optic

Promotional Deliverables: Includes Multi-Panel Leaflets

Sampling: Includes Sampling Pump, Sampling Packets, BeautiSeal, Peel 'n Taste

Print Technologies: Includes 3D Raised (vacuum-formed), 3D Lenticular, Metallic, Glitter, Neon, Injection Molded, Premier Illusion, Promótion, Liquid Ink, Thermocroatic Ink, Embossing, Foil Stamping, Select Metalization, Micromotion, Motion Lenticular, Flip Lenticular, Reflex

Papers & Coating: Includes Chrome, Holographic, Patterned Foil, Recycled, Satin, Gloss Varnish, UV, Matte

Planning SmartSource In-store Programs

NAIMMS is News America Marketing's proprietary, patent-pending in-store media measurement tool. Uses IRI Household Panel for Store Traffic of the NAM Program, combined with Sorensen Aisle Traffic Data to provide an estimate of Reach and Impressions for NAM in-store programs.

Evaluation Services

FSI Copy Testing can significantly impact the success of your FSI, helping build brand equity and increasing the likelihood of coupon redemption and greater incremental sales. The PreTesting Company provides FSI ad-copy research that helps develop effective copy by measuring stopping power, recall, persuasiveness and brand imagery.

Matched-Panel Control-Store tests quantify the incremental sales impact of SmartSource in-store programs on the advertised or promoted brand's sales.

Coupon Redeemer Analysis evaluates performance beyond redemption by identifying purchase behavior of households that redeemed a coupon and as an additional option, by quantifying repeat purchasers among coupon redeemers based on frequent-shopper card data. Incrementality analysis are also available for FSI coupons to quantify the proportion of redemptions that generated incremental product sales.

IRI's Trended Sales Data is used to track the sales and merchandising trends of brands that ran SmartSource Magazine and/or Price Feature Plus® programs to show elevated performance during the promotion period. Custom research projects are also available.