

program portfolio

SmartSource[®] at a glance

Our fully-integrated line of home-delivered, in-store and interactive marketing tools generates billions of impressions through a single-source media buy at a cost-efficiency unrivaled by any other media.



Product/Description	Network	Adult Audience	Adult Reach	Frequency	Impressions	CPMI	Sales Lift Ranges	Objectives Fulfilled	Custom Options/Program Extensions
 SmartSource CartsSM Advertising on the front and inside of the cart	12,000+ food stores 1,250+ mass stores	173 mm	80%	7x/cycle	1.2B/cycle	\$.69	+7-14%	<ul style="list-style-type: none"> Drive Traffic to Brand Build Equity 	<ul style="list-style-type: none"> Chrome Glitter Neon 3D Lenticular 3D Raised Hologram Foil Metallic
 SmartSource Coupon Machine[®] Coupon dispenser that delivers at shelf incentives	15,500+ food stores 18,000+ drug stores 1,500+ mass stores 6,000+ dollar stores	181 mm	84%	8x/cycle	1.5B/cycle	\$.81	+18-34%	<ul style="list-style-type: none"> Drive Trial Build Loyalty Promote Launch Break Competitive Tie At Shelf Close Price Gap Weaken Competitive Entry 	<ul style="list-style-type: none"> Online Coupons
 SmartSource Floortalk[®] Billboard-sized floor advertising	10,000+ food stores 1,250+ drug stores 1,250+ mass stores 6,000+ dollar stores	156 mm	73%	5x/cycle	818 mm/cycle	\$.79	+7-16%	<ul style="list-style-type: none"> Build Equity Raise Awareness Address Location or Shelf Space Break Tie 	<ul style="list-style-type: none"> Die Cut Multi-Piece Over-Size Super-Size Custom-Size Lenticular Neon Glitter Chrome Hologram Foil Scented Varnish Talking Rx Ads
 SmartSource Magazine[®] Free-standing insert in the Sunday paper	69 mm circulation	152 mm	70%	1x/cycle	152 mm/week	\$5.96		<ul style="list-style-type: none"> Drive Trial Build Loyalty Promote Launch Build Equity Close Price Gap Reach C&D Markets 	<ul style="list-style-type: none"> Tab & Twin Tab Peel 'n Taste^{®**} Microfragrance/Scratch n' Sniff Coupon Saver Power Page Consumer Card Scratch-Off Online Coupons Polybags Door hangers
 SmartSource Price Pop GuaranteedSM Brand-pricing at-shelf signage with guaranteed installation and service	4,250+ food stores 500+ drug stores 1,250+ mass stores	92 mm	43%	2x/cycle	230 mm/cycle [†]	\$.49	+15-50%	<ul style="list-style-type: none"> Focus on Trade-Specific Promotions Break Competitive Tie At Shelf Highlight Price Point 	<ul style="list-style-type: none"> Custom Burst Custom Riser
 SmartSource Shelftake One[®] Promotion dispenser that delivers information and offers at shelf	14,000+ food stores 18,000+ drug stores 1,500+ mass stores 6,000+ dollar stores	175 mm	81%	7x/cycle	1.3B/cycle	\$.48	+7-13%	<ul style="list-style-type: none"> Drive Trial Build Loyalty Build Equity Provide Consumer Information 	<ul style="list-style-type: none"> Die Cut* Over-Size* Super-Size* Custom Size* 3D Raised* Custom Color Game-Piece Lug Attachment* Lenticular* Glitter Metallic Neon Glitter Metallic Neon Chrome Hologram Foil Scented Bellows Scented Varnish Scratch n' Sniff Lighted Talking Scent Strips Scented Bellows Scented Varnish Rx Ads Sampling Peel n' Taste^{®**}
 SmartSource ShelftalkSM At-shelf advertising	14,000+ food stores 18,000+ drug stores 1,500+ mass stores 6,000+ dollar stores	175 mm	81%	7x/cycle	1.3B/cycle	\$.42	+6-13%	<ul style="list-style-type: none"> Build Equity Raise Awareness Introduce Package or News Address Location or Shelf Space 	<ul style="list-style-type: none"> Super-Sized Multi-View Die Cut 3D Raised Custom Color Custom Shape Lenticular Glitter & Metallic Freezer Neon Chrome Hologram Foil Scented Bellows Scented Varnish Scratch n' Sniff Lighted Talking Flip Chart Lug Attachment Product Attach. Game-Piece InfoWheel InfoShade In-Motion Sampling Extra/Tear Pad
 SmartSource Shelftalk BannerSM At-shelf advertising that can span several shelves	11,500+ food stores 1,500+ drug stores 1,500+ mass stores 6,000+ dollar stores	145 mm	67%	7x/cycle	1.1B/cycle	\$.82	+6-13%	<ul style="list-style-type: none"> Build Equity Raise Awareness Break Competitive Tie At Shelf 	<ul style="list-style-type: none"> Sm. Md. & Large Custom Size Die Cut Multi View 3D Raised Lenticular Glitter & Metallic Neon Chrome Hologram Foil Lighted Talking Scented Bellows Scent Strip Scented Varnish Scratch n' Sniff Product Attach. Lug Attachment Game-Piece InfoWheel Extra/Tear Pad
 SmartSource ShelfvisionSM Video At-shelf video advertising	9,500+ food stores 11,500+ drug stores 1,500+ mass stores 6,000+ dollar stores	85 mm	39%	7x/cycle	630 mm/cycle	\$.87		<ul style="list-style-type: none"> Build Equity Raise Awareness Introduce Package or News Address Location or Shelf Space 	<ul style="list-style-type: none"> Die Cut Riser Custom Riser
 SmartSource Showcase[®] Product packaging adhered to the shelf	10,250+ food stores 1,500+ drug stores 1,500+ mass stores 6,000+ dollar stores	169 mm	79%	7x/cycle	1.1B/cycle		+14-29%	<ul style="list-style-type: none"> Promote Launch Raise Awareness Introduce Package or News Address Location or Shelf Space 	<ul style="list-style-type: none"> Riser Die-Cut* Over-Sized* 3D Raised Custom Molds Injection Molded Glitter* Metallic* Neon* Lighted Chrome* Hologram* Foil* Lenticular* Scented Bellows* Scratch n' Sniff Scent Strips* Scented Varnish* Talking* Game-Piece* Lug Attachment* Sampling Freezer Extra/Tear Pad

Home-Delivered Media Options

SmartSource Price Feature Plus[®] gives retailers access to advertising in SmartSource Magazine[®]. These retail-specific ads, placed adjacent to a manufacturer's coupon promotion, highlight reduced price points and final net costs. In exchange for retailer sponsorship, manufacturers use Price Feature Plus to leverage and negotiate for added trade support such as guaranteed price points, more prominent in-store displays and larger features in retailer circulars. Price Feature Plus can also be used in conjunction with SmartSource Coupon Machine[®] or online coupons, using our SmartSource Online Savings NetworkSM.

SmartSource Custom MediaSM programs reach consumers in their homes with the most unique and highly customized creative formats. With a number of delivery methods you can reach virtually every consumer in your target audience. Custom Media programs use our proprietary and advanced targeting capabilities, which allow for pinpointing specific consumers. Our programs also provide turnkey production services, acting as a single source for producing the most complex and unique creative executions. **SmartSource Custom Media InsertsSM** allow you to place pre-printed ads in thousands of newspapers nationwide or place inserts or advertising within SmartSource Magazine[®]. Additionally, our **SmartSource Custom Media Front DoorSM** programs deliver polybag and door hangers with can't-miss advertising, coupons, samples and other promotions to consumers' front doors. **SmartSource Custom Media In-Store[®]** uses the SmartSource[®] portfolio of in-store media products to reach consumers with advertising messages at thousands of retailers nationwide.

SmartSource Custom MediaSM also specializes in placing advertising with call-to-action messages such as 1-800 numbers or respond-to web addresses to sell a product or service. To truly maximize direct-to-consumer promotions we can customize any of our media options to reach either a mass or targeted audience.

News America Marketing[®] Partnerships Themed Events provide the opportunity for brands to link an integrated FSI, in-store and online marketing campaign with a powerful theme during key marketing periods such as football season, back to school, the New Year and the start of summer. These partnership events also provide specially-designed themed graphics and exclusive licensing rights to national entities such as the Super Bowl, The Children's Miracle Network[®] and Easter Seals[®].

SmartSource Direct[®] is targeted direct mail that uses purchase-behavior data from over 18,000 retail stores and 90 million consumers nationwide. Our frequent-shopper card, and household attribute targeted programs provide custom direct mail and sampling programs designed to drive trial, purchase, and retention at the household level. In addition, using retailers' databases may leverage trade support at key customer accounts. Our team specializes in complete program management including pre-planning design, data management, production, fulfillment and program performance analytics.

See back side for FSI and In-Store Research notes.

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additional products, programs and services

Products



SmartSource At-Shelf SamplingSM

Captures consumers' attention by offering trial-size products at shelf via **Shelftake One Sampling BoxSM**, **Showcase SamplingSM**, **Shelftalk SamplingSM** and **Shelftake One SamplingSM**.

At-Shelf SamplingSM provides consumers with the unique opportunity to sample the product at the actual point of decision.



SmartSource Coupon SaverSM

Provides consumers with a convenient, fully-branded envelope that holds coupons and can also be used as a shopping list. The Coupon SaverSM is delivered to homes via SmartSource Magazine[®] and can be brought to the store making your brand stand out during both the planning process and at the actual point of decision. Coupon SaverSM can also deliver coupons and rebates.



SmartSource Entrance AdsSM

Wraps doorway security pedestals with full-color, oversized advertising that reaches every consumer as they enter the store, giving your brand 100% store-shopper reach.



SmartSource[®] Front-Door Programs

Breaks through the clutter by delivering highly-targeted advertising to consumers' doorsteps, with custom-printed polybags and door hangers. Programs can also deliver coupons and product samples.



SmartSource SmartSamplingSM

Delivers samples in-store via an at-shelf sampling box or free-standing display. Consumers are directed to scan the sample at checkout with their retailer loyalty card enabling marketers to deliver follow up direct-mail communication or other incentives.

Programs & Services



Merchandising ServicesSM

News America Marketing[®] Merchandising ServicesSM is a full-service merchandising company with over 4,000 in-house merchandisers who provide national merchandising coverage in all classes of trade, including grocery, mass merchandise, drug, dollar, club, office super-stores and more. Our proprietary network in over 40,000 retailers delivers a coverage model unmatched in

its flexibility and efficiency.

Using Fujitsu tablet PC handhelds, we deliver state-of-the-art performance reporting that provides clients with the data they need to verify the success of each project. Our long-term relationships with dozens of key retailers ensures store-by-store compliance for a variety of manufacturer POS, distribution and promotional initiatives.

News America Marketing Merchandising ServicesSM offers a variety of retail services, from simple audits to complex speed-to-shelf services, including SmartSource SmartLaunchSM. Through **SmartSource SmartLaunchSM** we can guarantee 90% ACV distribution of new products within four weeks of the product arriving at the retailer. This immediate distribution drives revenue and retailer support in the critical first weeks of new product roll-out.



Integrated Programs

Category Ownership provides advertisers with full rights to shelf advertising and promotion within a category for up to an entire year offering the best efficiency. Using any combination of SmartSource[®] shelf-based programs, brands consistently increase their visibility and leadership positions within the category.

Paint the StoreSM uses multiple SmartSource[®]

in-store products to surround consumers with advertising and promotion delivering millions of impressions, generating awareness in-store and encouraging purchase.

Traffic Maximizer directs shoppers to purchase specific brands by optimizing the timing and placement of SmartSource[®] home-delivered and in-store programs.



SmartSource Online Savings NetworkSM

SmartSource Online delivers secure, printable coupons across a network of 200+ top websites including CoolSavings, Eversave, iVillage, Valpak and our own **SmartSource.com[®]**. Reaching over 65 million consumers, our network includes more than 70 leading retail chains including Albertsons, SuperValu, Safeway, Walgreens and Rite Aid that total more than 11,000 grocery and drug stores.

SmartSource Online recently launched a new electronic distribution platform, **DirectCardSM** Paperless Coupons at GiantEagle.com.

Programs & Services (continued)



News America Marketing[®] International

News Marketing CanadaTM provides programs for marketers interested in reaching Canadian consumers or launching a North American strategy. News Marketing CanadaTM offers an integrated SmartSource[®] portfolio of free-standing inserts, in-store advertising and promotion vehicles, merchandising services and onsite sampling.

Our in-store programs are also available in Australia, New Zealand, Europe and Latin America.

Strategic Planning & 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

SmartMatrixSM 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, SmartMatrixSM can also assign coupon values and analyze market lists to identify additional coverage opportunities. SmartMatrixSM 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 MediaSM Programs

Our proprietary **SmartNavigatorSM** targeting system combines demographic and lifestyle data with geographic data to recommend optimal DMA's, counties, zip codes and sub-zip geographies for SmartSource Custom Media InsertSM, and SmartSource Front-DoorSM programs.

Planning SmartSource[®] In-Store Programs

Simmons measures the reach, frequency and impressions of our in-store programs. Impressions, GRP and CPMI for your specific target market are also available.

Strategic Planning & Evaluation (continued)

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.

IRI's Household-Panel Database is used to demonstrate shifts in consumer dynamics during SmartSource Magazine[®] and SmartSource Coupon Machine[®] coupon programs. The analysis compares the participating brand's four-week penetration and buying rate during the coupon period versus average four-week levels during the previous year.

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.

FSI Research Notes

Audience = FSI circulation x 2.19 readers

per copy; ABC Data

Reach = audience/U.S. adults

CPMI (Cost Per 1,000 Impressions) = cost for a national buy/1,000 impressions

In-Store Research Notes

Audience = # adults who have the potential to be exposed to a SmartSource[®] ad per 4-week cycle; Simmons, Spring 2007

Simmons numbers are based on cycle 10, 2007 food-store network

Reach = percentage of adults exposed to the ad per 4-week cycle/total adults; Simmons, Spring 2007

Frequency = # times each adult is exposed to a SmartSource[®] ad per 4-week cycle; Simmons, Spring 2007

Impressions = total exposures per ad per 4-week cycle

CPMI (Cost Per 1,000 Impressions) = cost for a national buy/1,000 impressions. Based on space cost and variable production cost.

Sales Lift Range = avg. of all net relative gains & declines of all tests performed for each program; GfK Audits&Surveys; IRI Census Data; MASI International Shelfvision Video sales lift range coming soon.

Contact your News America Marketing representative for more information.

Network = based on cycle 3, 2008 store lists

• Not available

† Price Pop[®] Guaranteed has a two-week cycle

*Riser Only

*Peel 'n Taste is a registered trademark of First Flavor, Inc.