

Starlite Media Displays Provide Significant Lift for Advertised New Toothpaste Product with a 8% Growth for Total Franchise

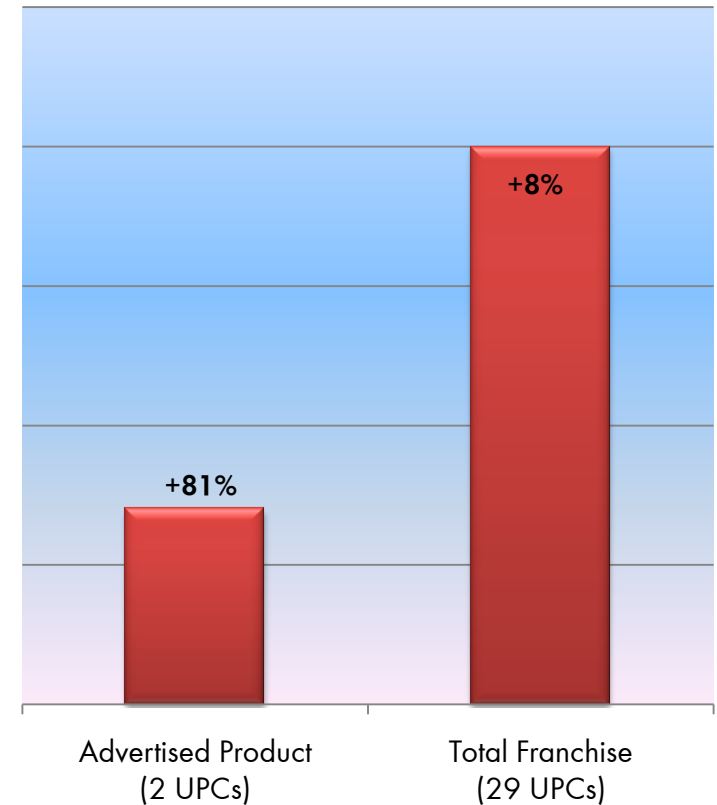
Where: Pathmark Supermarkets in Northern NJ

When: October /November 2009

Details:

- Study commissioned and controlled by advertiser
- UPC data provided by Pathmark Supermarkets
- Matched panel study performed by Knowledge Networks (a national independent research firm)
- Analyzed the advertised product, total brand and total franchise

Results:



“Advertised brand experienced a significant sales increase of 81%...Total Franchise increased by 8%.”

- Knowledge Networks, 2/2010

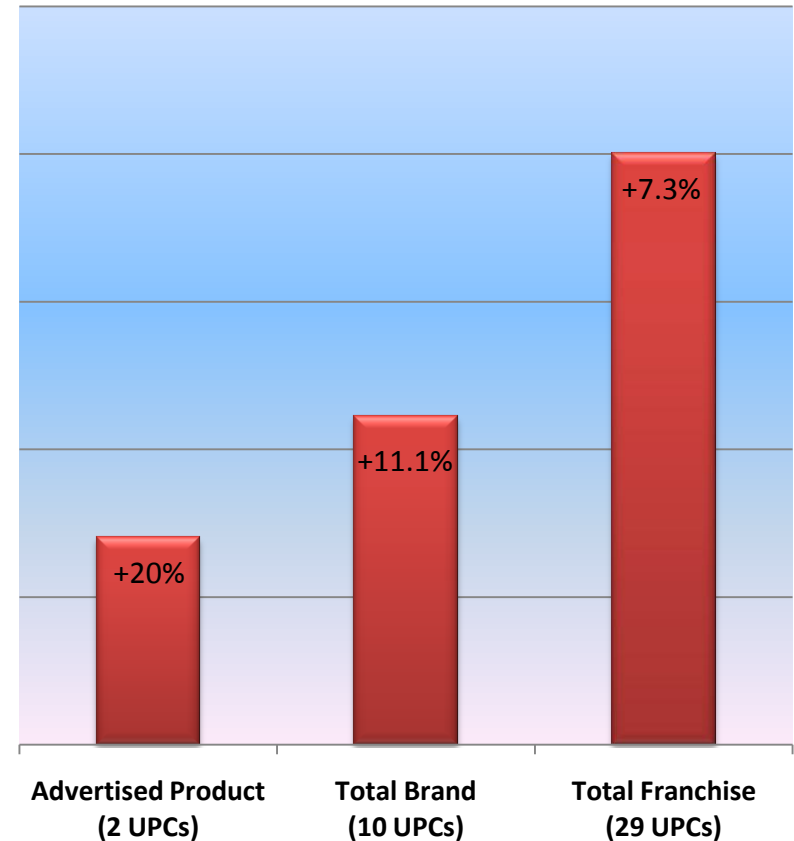
Starlite Media Displays Provide Significant Lift for Advertised Toothpaste Product with a 7.3% Growth for Total Franchise

Where: Pathmark Supermarkets in Northern NJ

When: May /June 2009

Details:

- Hispanic Skewed Campaign with Bilingual copy
- Study commissioned and controlled by advertiser
- UPC data provided by Pathmark Supermarkets
- Matched panel study performed by Knowledge Networks (a national independent research firm)
- Analyzed the advertised product, total brand and total franchise



Results:

“Advertised brand experienced a significant sales increase of 20%...Total Franchise increased by 7.3%.”

- Knowledge Networks, 07/19/09