



“...In December, We Outsold [The Core Product] and Became The #1 Selling Product For [Our Manufacturer] In Wal*Mart in December, 2007”

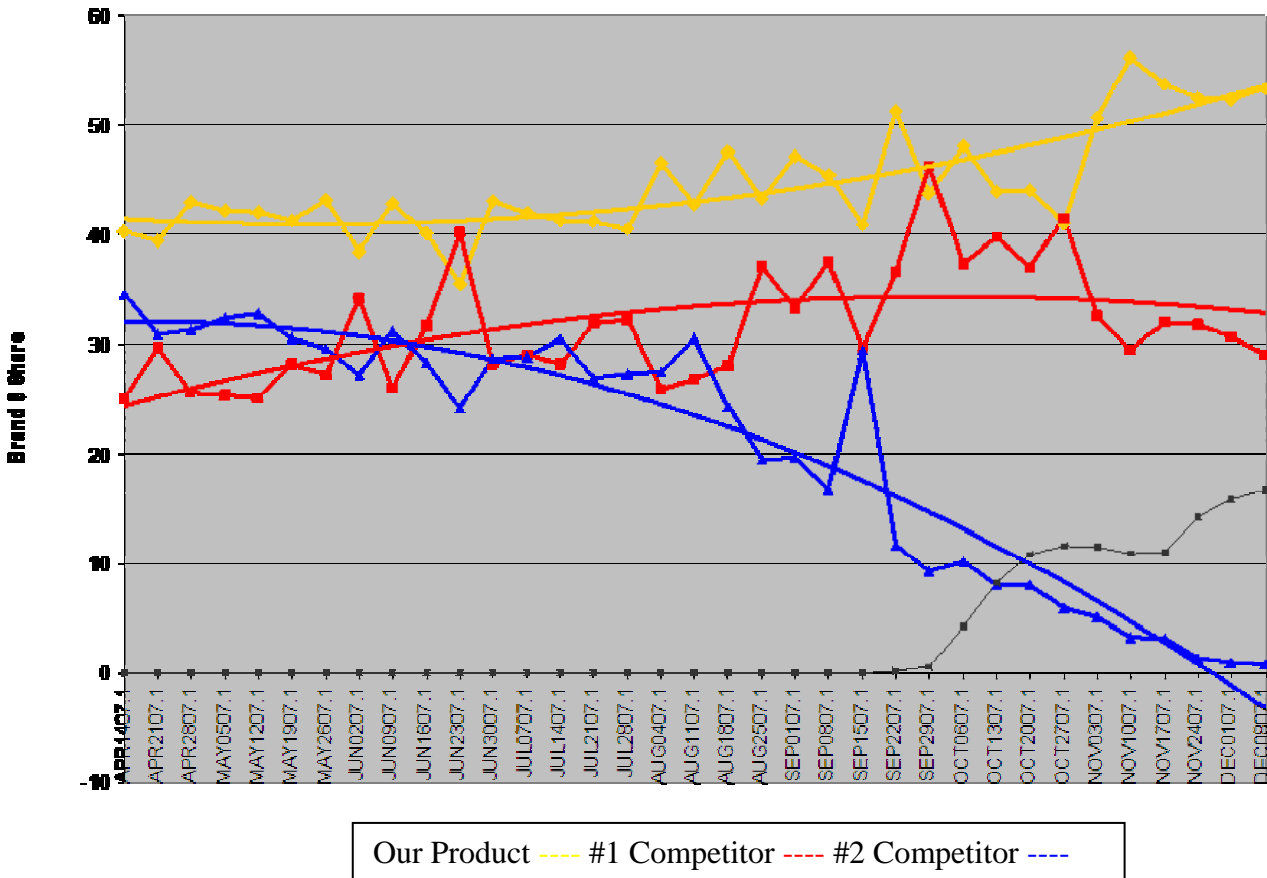
Success Story* #27: Quotes from Our Customer!

From the President of Our Manufacturer’s Division:

“...terrific job by the entire REPS organization ... - your results were a critical enabler ... and made a big difference in driving our performance.”

Meijer Team:

“I wanted to thank you and your team for all your hard work and partnership! I also wanted to share some of the outstanding results we are seeing on [Our Product]. **Please let your reps know that they are doing an awesome job, and that we appreciate it so much!** Happy holidays to you all! Here [are] \$ Shares thru week end Dec 8:”



“For the first time, we are actually **growing sales faster than [our #1 Competitor] ... In the latest month, we have finally a higher share than [our #1 Competitor] in total [product]!!**”

Toys R Us team:

“I wanted to take a moment to say Thank You for the efforts you and your team did at Toys R Us during the past year. Yes it was an especially challenging year with all of the fixture changes that took place. However, **you and your team helped work through to ensure [Our Product] was well represented at store level. I Thank You and Toys R Us Thanks You.** With that here are some highlights of the business:

- YTD Month Ending 12/29/07, **[Our Product] Unit sales +12.3%**
- **During the key holiday weeks of December, [Our Product] unit sales were up anywhere from 6.5% to 84.3%**
- For the six weeks ending in December [one major product] **total unit sales +40.8% vs. same event 2006**
- **[another major product] was +90.1%** in unit sales, incremental 211,988 units sold vs. same period 2006

Best Buy Team:

“...As a reminder, REPS was charged with auditing display & checkout [Display] compliance, distribution check of new items, and stocking all [line #1] and [line #2] locations. 895 stores were serviced.

Display Compliance: 78% of all stores serviced reported the holiday display still on the selling floor.

Checkout [Display] Compliance: 53.9 % of authorized locations reported 1 or more [Displays] present. This is a 14% improvement vs. November and in line with the post Christmas report of 61% compliance

[New Product] Distribution: 89% of all stores reported [New Product] on shelf. 19% improvement vs. October.

Stocking: 13,981 packs of [our product] were stocked. 1,431 units of [another major product] were stocked

Overall – great results for the holidays and excellent compliance of displays.”

* Success stories are summaries for illustration purposes, may be changed to preserve confidentiality and are not intended as commitments of future performance. Details are available upon request.