

1985 TARGET NOTES

• KOOL - IMPROVED KOOL SHARE TREND DUE TO BIKER AND STRONG RETAIL SUPPORT
(HALVE TREND DECLINE RATE) (7% TO 4%) FOR A +0.20% SHARE.

• RALEIGH/BELAIR - THE COUPON - PLUS CASH TEST RESULTED IN AN INCREMENTAL SHARE
GAIN OF +0.05%.

• BARCLAY - REDUCE OUTFLOWS TO NORMATIVE LEVELS (IMPROVED PRODUCT) WOULD CUT
DECLINE RATE FROM 22% TO 12% FOR A +0.03% SHARE.

• "DAIP" - TRADE INSURANCE PROGRAM DESIGNED TO GAIN DEPTH AND BREADTH OF DISTRIBUTION
RESULTING IN ADDITIONAL VOLUME. 413 MILLION ADDITIONAL SALES NEEDED TO OFFSET
\$6.2 MILLION EXPENSE, AT VGM OF \$15/M.

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