

RBS Brand Income Statement (\$000's)					
	2005		2006		2007E
Gross Sales	\$	42,400	\$	54,125	\$ 55,051
% change yr. over yr.		-		28%	2%
Consumer Promotion	\$	424	\$	1,080	\$ 551
% of total marketing spend		5%		8%	5%
		Avg. Spend			6%
Trade Promotion	\$	4,240	\$	5,938	\$ 5,505
% of total marketing spend		50%		46%	50%
		Avg. Spend			49%
Advertising Spend	\$	3,625	\$	5,641	\$ 4,757
% of total marketing spend		43%		44%	43%
		Avg. Spend			43%
Total Marketing Expenses	\$	8,480	\$	12,956	\$ 11,011
% change yr. over yr.		-		53%	-15%
		Avg. Spend			\$ 10,816
2007 data is through Q2					