

52997 7485

*Brands*

7/22 Eclipse update

April + May - Circle K + 7-11

June - add'l large chains - national distribution

late Aug/ early Sept DTS

Will take longer to roll out than planned

"Phased expansion"

Goal is convenient availability → in every city not every corner

National print mag thru ylr

107 stores in all states

> 400,000 hits to website

about 1/3 continue

general concept + store location visited

about 107 register for future offers → 4 add'l emails w/ \$5 off in each

122 coupons → \$10/cou off

meeting sat

Goal was to break even next yr.

> 400,000 calls to consumer relations

Unbranded banner ads on advertising.com

Direct response model w/ goal of informed trial

Unbranded ads - product attributes + social benefits

Direct mail also sent out to database people

- light + 4L 35+

in media print ads since 6/03

2/3 of the way thru distrib.

"meeting expectations" - niche proposition

\* Circle - new Q + A