

4/14/02

**BOUNCEBACK BUDGET**

Offer: \$10 carton coupon with 60 pack UPCs  
 Delivery: Carton Insert & Laminated Card

Circulation: 4.1MM/5.0MM/6.1MM carton inserts  
 160,000 laminated cards

	OPTION I - Print Pkg			OPTION II - Sticker Ctn		
	4.1MM	5.0MM	6.1MM	4.1MM	5.0MM	6.1MM
<b>PRODUCTION</b>						
-> Print Packaging	492,000	600,000	732,000	--	--	--
-> Sticker Carton	--	--	--	32,800	40,000	48,800
-> Carton Insert	328,000	400,000	488,000	328,000	400,000	488,000
<b>LABOR:</b>						
-> Pre-Con	205,000	250,000	305,000	205,000	250,000	305,000
<b>REDEMPTION:</b>						
-> Carton Insert	538,130	656,250	800,630	538,130	656,250	800,630
-> Laminated Card	18,180	18,180	18,180	18,180	18,180	18,180
<b>TOTAL COST (\$):</b>	<b>1,581,310</b>	<b>1,924,430</b>	<b>2,343,810</b>	<b>1,122,110</b>	<b>1,364,430</b>	<b>1,660,610</b>

1,187,076

656,250  
18,180

4.1 5 6.1 4.1 5 6.1

APPROVED PLAN