

SOUTHERN CALIFORNIA



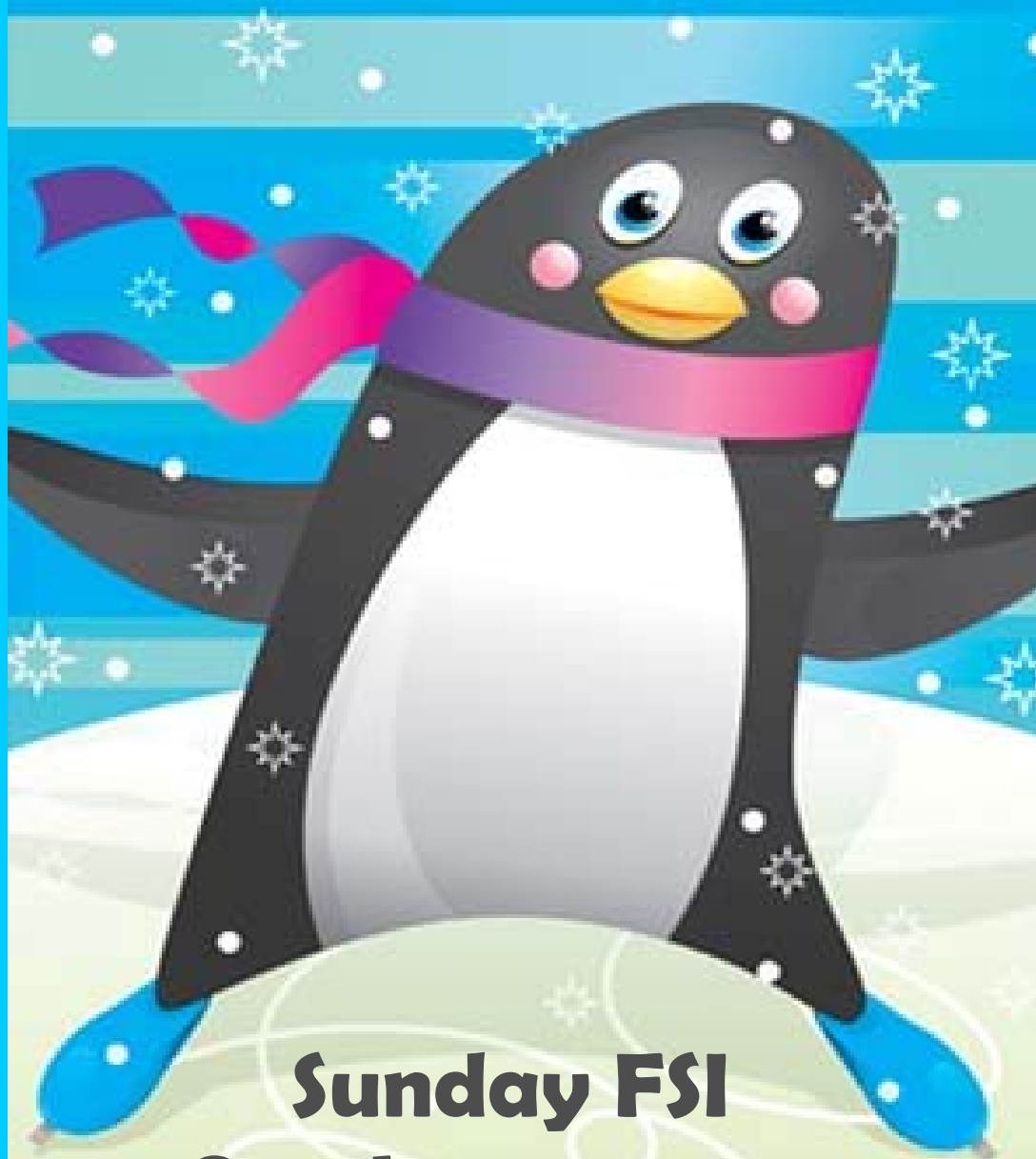
**Consumer
Sweepstakes
Giveaway**

**4.2 Million
Coupon Sheets**

**Distributed in
Major Southern
California
Newspapers**

Southern California Frozen
SCFRC
& Refrigerated Foods Council

Make a Great Discovery



**Sunday FSI
October 4, 2009**

Sunday FSI—4.2 Million

REACH NEW CONSUMERS

With the state of the economy and coupon redemption rates on the rise, now is a perfect time to participate in our Southern California Back-to-School promotion.

Southern California is home to **over 23 million** people so this is a great opportunity for you to reach new consumers who are increasingly focused on finding great values.

NEW LOWER COST—**\$6,000** and MORE CIRCULATION

- Only **\$6,000** for Sunday FSI—October 4, 2009
- **4.2 Million** FSI Coupon Circulation
- Optional in-store components designed to drive additional sales
- Consumer giveaway—Make a Great Discovery Laptop Computer Giveaway

BENEFITS

- Reach your **target audience** in an FSI layout dedicated to Frozen & Refrigerated Foods
- **Category Exclusivity**
- **Increase** share of category sales during a key month
- Take advantage of recent increase in **coupon redemption** rates
- Reach **new consumers** with money saving offers
- **Increase** brand awareness





Sunday FSI Coupon Sheet

4.2 MILLION COUPONS

Free Standing Insert (FSI) coupon sheet
Nine (9) coupons per page

Distributed in:

Orange County Register

Los Angeles Times

San Diego Union Tribune

The Riverside Press Telegram

and Other Local Newspapers



Only **\$6,000** per insertion
FSI 4.2 Million Circulation



Make a Great Discovery

Consumer promotion—

A Laptop computer will be given away to the winner of the Consumer sweepstakes.

Southern California Frozen
SCFRC
& Refrigerated Foods Council

**27281 Las Ramblas, Suite 200
Mission Viejo, CA 92691
Phone: (949) 830-9584
Fax: (949) 830-9515
E-mail: debra@Scfrc.org
Website: www.SCFRC.org**

Make a Great Discovery 2009 Promotion Agreement

Please fill out the form below; one for each separate brand.

Sunday FSI Coupon

October 4, 2009—FSI coupon sheet—Nine (9) coupons maximum per sheet with circulation of **4.2 Million**; Including Orange County Register, Los Angeles Times, San Diego Union Tribune and The Riverside Press Telegram Newspapers.

FAX this form to (949) 830-9515

Or mail: 27281 Las Ramblas, Suite 200
Mission Viejo, CA 92691
Attn: Debra Van Der Weide

This promotion is contingent upon participation in the Sunday FSI Coupon program by a minimum of nine (9) brands.

Participating Brand _____

Product _____ Coupon Value _____

Company Name _____

Company Address _____

City/State/Zip _____

Contact Information:

Marketing Dept. Contact Name _____

Phone # _____ E-mail _____

Brand Manager Contact Name _____

Phone # _____ E-mail _____

Billing Contact Name _____

Phone # _____ E-mail _____

Artwork Contact Name _____

Phone # _____ E-mail _____

Yes, my brand will participate in SCFRC's 2009 Make a Great Discovery Promotion

Signature _____ Date _____
