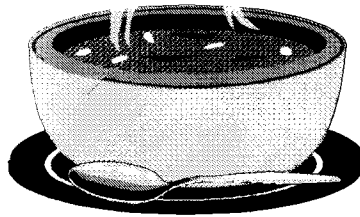


APPENDIX A

Test Advertisements

Figure 1
Soup Control

NOTHING WARMS UP A MEAL LIKE *Rich and Hearty* MINESTRONE!



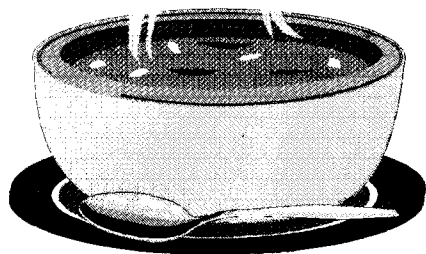
New *Rich and Hearty* Minestrone Soup Brings You the Taste of Italy for Less Than 50¢ a Bowl! And You Can Choose from 29 Other Delicious Varieties for the Same Friendly Price!



MAKE *Rich and Hearty*
A PART OF YOUR MEAL
PLANS TODAY!



**NOTHING WARMS UP A MEAL
LIKE *Rich and Hearty* MINESTRONE!**



New *Rich and Hearty* Minestrone Soup Brings You
the Taste of Italy for Less Than 50¢ a Bowl!

And *Rich and Hearty* Minestrone is High in Fiber, Too!

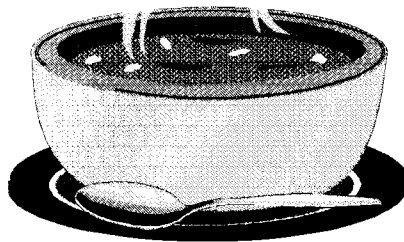


**MAKE *Rich and Hearty*
A PART OF YOUR MEAL
PLANS TODAY!**



Nutrient Content Claim

NOTHING WARMS UP A MEAL LIKE *Rich and Hearty* MINESTRONE!



And *Rich and Hearty* Minestrone Soup is High in Fiber, too! That's good news! Eating Diets That Are Low in Fat and High in Fiber May Reduce the Risk of Some Forms of Cancer.

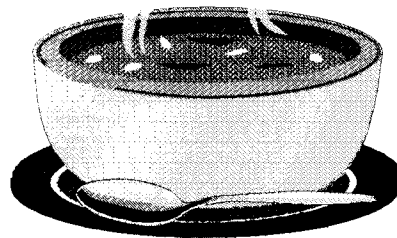


MAKE *Rich and Hearty*
A PART OF YOUR MEAL
PLANS TODAY!



Health Claim

NOTHING WARMS UP A MEAL LIKE *Rich and Hearty* MINESTRONE!



And *Rich and Hearty* Minestrone Soup is High in Fiber, too! That's good news! Eating Diets That Are Low in Fat and High in Fiber May Reduce the Risk of Some Forms of Cancer.

Sodium Per Serving: 840 mg

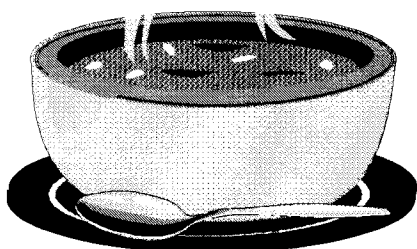


MAKE *Rich and Hearty*
A PART OF YOUR MEAL
PLANS TODAY!



Absolute Disclosure

NOTHING WARMS UP A MEAL LIKE *Rich and Hearty* MINESTRONE!



And *Rich and Hearty* Minestrone Soup is High in Fiber, too!* That's good news! Eating Foods That Are Low in Fat and High in Fiber May Reduce the Risk of Some Forms of Cancer.

*Sodium Per Serving:	840 mg
% of Recommended Daily Value:	35%

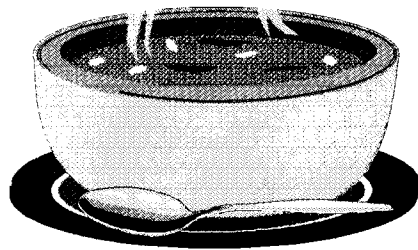


MAKE *Rich and Hearty*
A PART OF YOUR MEAL
PLANS TODAY!



Relative Disclosure

NOTHING WARMS UP A MEAL LIKE *Rich and Hearty* MINESTRONE!



And *Rich and Hearty* Minestrone Soup is High in Fiber, too! That's good news! Eating Foods That Are Low in Fat and High in Fiber May Reduce the Risk of Some Forms of Cancer.

Sodium Per Serving:	840 mg
% of Maximum Daily Value:	35%

Diets high in sodium may increase the risk of high blood pressure and heart disease.

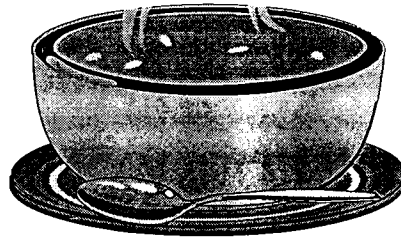


MAKE *Rich and Hearty*
A PART OF YOUR MEAL
PLANS TODAY!



Original
Strong Disclosure

NOTHING WARMS UP A MEAL LIKE *Rich and Hearty* MINESTRONE!



And *Rich and Hearty* Minestrone Soup is High in Fiber, too! That's good news! Eating Foods That Are Low in Fat and High in Fiber May Reduce the Risk of Some Forms of Cancer.

Rich and Hearty is high in sodium. Diets high in sodium may increase the risk of high blood pressure and heart disease.

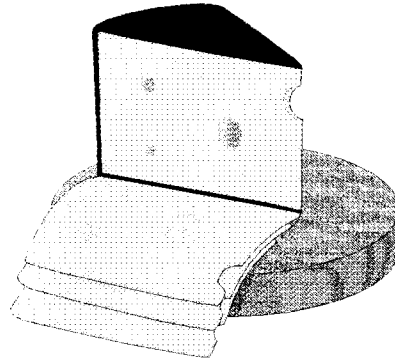


MAKE *Rich and Hearty*
A PART OF YOUR MEAL
PLANS TODAY!



Revised
Strong Disclosure

Figure 2
Cheese Control



New Matterhorn Swiss Cheese Slices Are the Easiest Way to Add Taste to Any Meal!

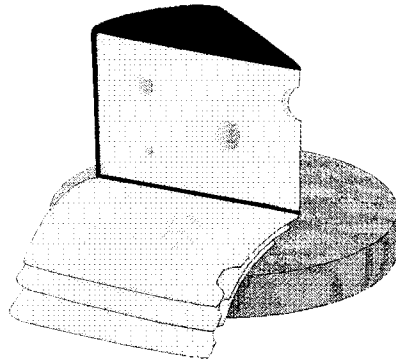
Now You Can Enjoy the Taste of Switzerland For Less Than 25¢ a Slice!

Try the Fresh Taste of Switzerland Today!





**ANNOUNCING MATTERHORN
SWISS CHEESE SLICES!**



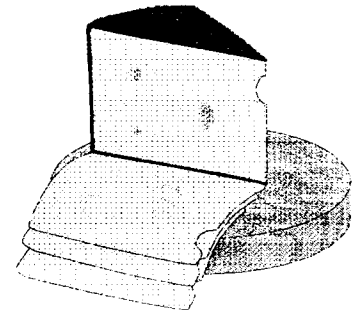
**New Matterhorn Swiss Cheese Slices Are the
Easiest Way to Add Taste to Any Meal!**

And Matterhorn is High in Calcium, Too!

Try the Fresh Taste of Switzerland Today!



Nutrient Content Claim



New Matterhorn Swiss Cheese Slices Are the Easiest Way to Add Taste to Any Meal!

**And Matterhorn is High in Calcium, Too!
That's Good News! Eating Foods That Are High in Calcium May Reduce the Risk of Osteoporosis.**

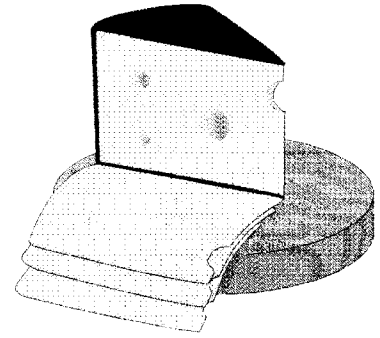
Try the Fresh Taste of Switzerland Today!



Health Claim



**ANNOUNCING MATTERHORN
SWISS CHEESE SLICES!**



**New Matterhorn Swiss Cheese Slices Are the
Easiest Way to Add Taste to Any Meal!**

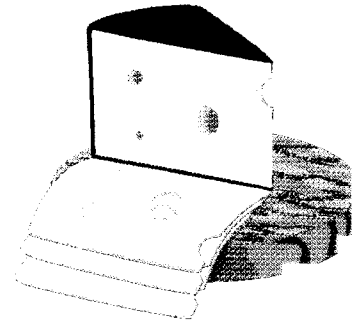
**And Matterhorn is High in Calcium, Too!
That's Good News! Eating Foods That Are High in
Calcium May Reduce the Risk of Osteoporosis.**

Saturated Fat Per Serving: 7g

Try the Fresh Taste of Switzerland Today!



Absolute Disclosure



New Matterhorn Swiss Cheese Slices Are the Easiest Way to Add Taste to Any Meal!

**And Matterhorn is High in Calcium, Too!
That's Good News! Eating Foods That Are High in Calcium May Reduce the Risk of Osteoporosis.**

Saturated Fat Per Serving: 7g
% of Maximum Daily Value: 35%

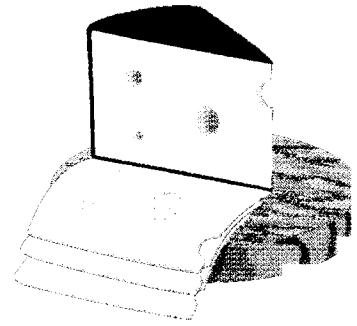
Try the Fresh Taste of Switzerland Today!



Relative Disclosure



**ANNOUNCING MATTERHORN
SWISS CHEESE SLICES!**



**New Matterhorn Swiss Cheese Slices Are the
Easiest Way to Add Taste to Any Meal!**

**And Matterhorn is High in Calcium, Too!
That's Good News! Eating Foods That Are High in
Calcium May Reduce the Risk of Osteoporosis.**

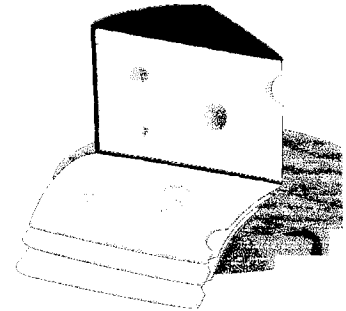
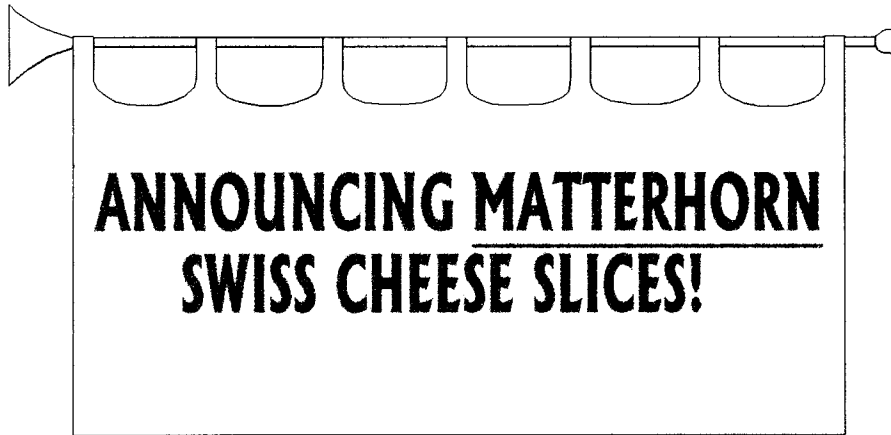
Saturated Fat Per Serving: 7g
% of Maximum Daily Value: 35%

Diets high in saturated fat may
increase the risk of heart disease.

Try the Fresh Taste of Switzerland Today!



Original Strong Disclosure



New Matterhorn Swiss Cheese Slices Are the Easiest Way to Add Taste to Any Meal!

**And Matterhorn is High in Calcium, Too!
That's Good News! Eating Foods That Are High in Calcium May Reduce the Risk of Osteoporosis.**

Matterhorn is high in saturated Fat. Diets high in saturated fat may increase the risk of heart disease.

Try the Fresh Taste of Switzerland Today!

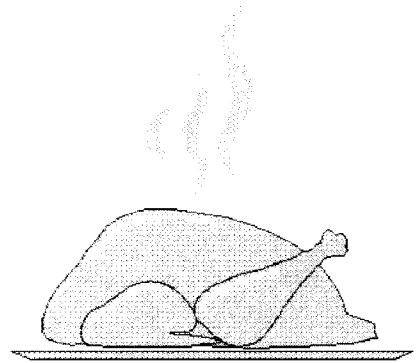


Revised
Strong Disclosure

Figure 1
Control

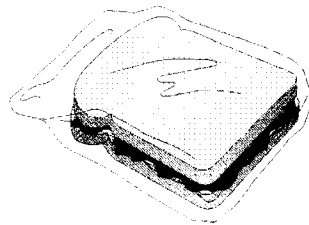


**Announcing
Turkey With
A Difference!**



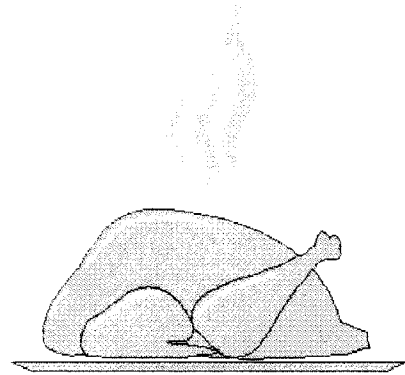
New Bradley Right Slices deliver the taste of oven roasted turkey with less than 1/2 the sodium of other leading brands!

And that's important news. Because diets high in sodium can increase the risk of high blood pressure and heart disease!



**So Switch to Right Slices.
The Better Way to Make a Sandwich!**

Announcing Turkey With A Difference!

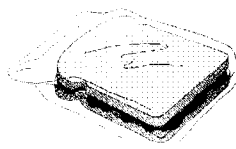


New Bradley Right Slices deliver the taste of oven roasted turkey with less than 1/2 the sodium of other leading brands!

And that's important news. Because diets high in sodium can increase the risk of high blood pressure and heart disease!

Sodium Content per Serving

Right Slices:	240 mg
Most Leading Brands:	600 mg



**So Switch to Right Slices.
The Better Way to Make a Sandwich!**

Figure 3
Relative Disclosure

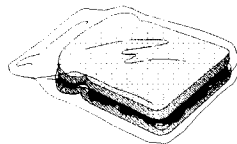
Announcing Turkey With A Difference!



New Bradley Right Slices deliver the taste of oven roasted turkey with less than 1/2 the sodium of other leading brands!

And that's important news. Because diets high in sodium can increase the risk of high blood pressure and heart disease!

	Sodium Per Serving	% of Max. Daily Value
Right Slices:	240 mg	10%
Most Leading Brands:	600 mg	25%



**So Switch to Right Slices.
The Better Way to Make a Sandwich!**

Announcing Turkey With A Difference!

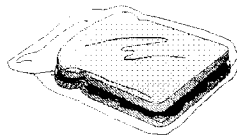


New Bradley Right Slices deliver the taste of oven roasted turkey with less than 1/2 the sodium of other leading brands!

And that's important news. Because diets high in sodium can increase the risk of high blood pressure and heart disease!

	<u>Sodium Per Serving</u>	<u>% of Max. Daily Value</u>
Right Slices:	240 mg*	10%
Most Leading Brands:	600 mg	25%

*Right Slices is not a low sodium food.



**So Switch to Right Slices.
The Better Way to Make a Sandwich!**



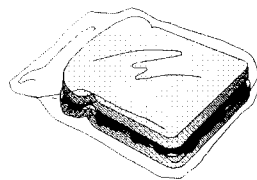
**Announcing
Turkey With
A Difference!**



New Bradley Right Slices deliver the taste of oven roasted turkey with less than 1/2 the sodium of other leading brands!

Although Right Slices is not a low sodium food, switching to Right Slices can help you cut back on sodium.

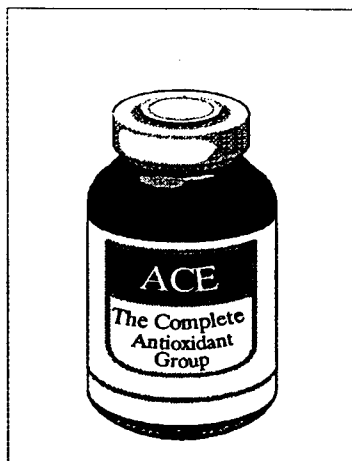
And that's important news. Because diets high in sodium can increase the risk of high blood pressure and heart disease!



**So Switch to Right Slices.
The Better Way to Make a Sandwich!**

Figure 1
Control

ANNOUNCING NEW ACE ANTIOXIDANT VITAMIN SUPPLEMENT!



New ACE vitamin supplement contains the same antioxidant vitamins found in fruits and vegetables. Antioxidants like vitamins A, C, E, and more!

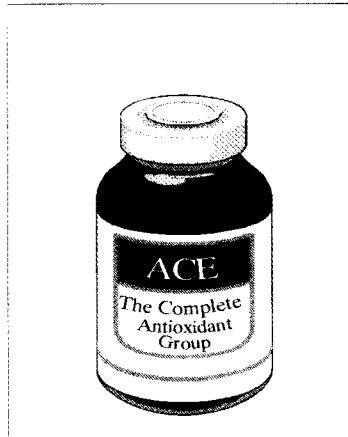


Now you can get the antioxidant vitamins you want everyday in just one tablet!

ACE. The Complete Antioxidant Group

Figure 2
Proof Claim

ANNOUNCING NEW ACE ANTIOXIDANT VITAMIN SUPPLEMENT!



What We Know About Antioxidants and Cancer



Scientists have known for some time about the special health benefits of fruits and vegetables that are rich in antioxidants like vitamins A, C and E. Eating plenty of these foods can reduce the risk of certain kinds of cancer.

Scientists have now proven that supplements containing these same antioxidant vitamins also reduce the risk of cancer.

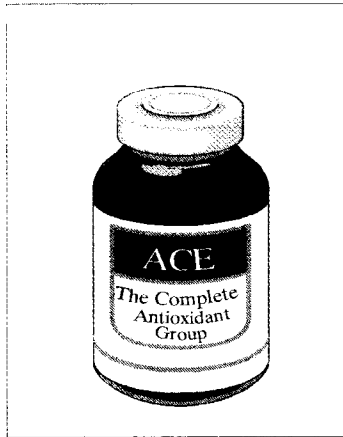
What This Means To You

Of course, you should still eat a balanced diet with 5 to 9 servings of fruits and vegetables a day. And for added protection against cancer, try new ACE Antioxidant Supplement.

ACE. The Complete Antioxidant Group

Figure 3
Qualified Claim

ANNOUNCING NEW ACE ANTIOXIDANT VITAMIN SUPPLEMENT!



What We Know About Antioxidants and Cancer



Scientists have known for some time about the special health benefits of fruits and vegetables that are rich in antioxidants like vitamins A, C, and E. Eating plenty of these foods can reduce the risk of certain kinds of cancer.

Some medical studies are now finding that supplements containing these same antioxidant vitamins may also reduce the risk of cancer.

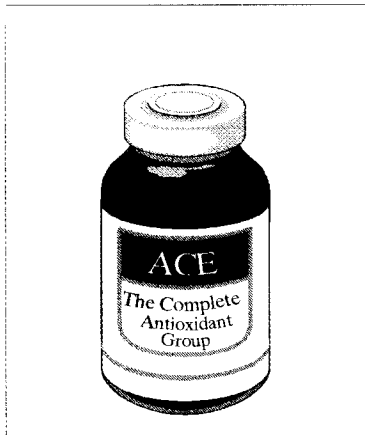
What This Means To You

It looks promising, but scientists won't be sure until longer term research is completed. In the meantime, always eat a balanced diet with 5 to 9 servings of fruits and vegetables a day. And to make sure you get the antioxidant vitamins you want, try new ACE Antioxidant Supplement.

ACE. The Complete Antioxidant Group

Figure 4
Highly Qualified
Claim

ANNOUNCING NEW ACE ANTIOXIDANT VITAMIN SUPPLEMENT!



What We Know About Antioxidants and Cancer



Scientists have known for some time about the special health benefits of fruits and vegetables that are rich in antioxidants like vitamins A, C, and E. Eating plenty of these foods can reduce the risk of certain kinds of cancer.

Some medical studies are now suggesting that supplements containing these same antioxidant vitamins may also reduce the risk of cancer.

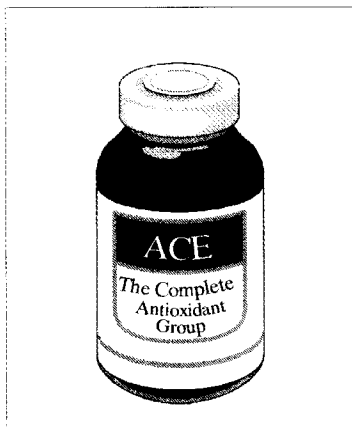
What This Means To You

It's too early to tell for sure. Some recent studies have failed to show that these vitamins protect against cancer. Longer term research is needed. In the meantime, always eat a balanced diet with 5 to 9 servings of fruits and vegetables a day. And to make sure you get the antioxidant vitamins you want, try new ACE Antioxidant Supplement.

ACE. The Complete Antioxidant Group

Figure 5
Very Highly
Qualified Claim

ANNOUNCING NEW ACE ANTIOXIDANT VITAMIN SUPPLEMENT!



What We Know About Antioxidants and Cancer



Scientists have known for some time about the special health benefits of fruits and vegetables that are rich in antioxidants like vitamins A, C, and E. Eating plenty of these foods can reduce the risk of certain kinds of cancer.

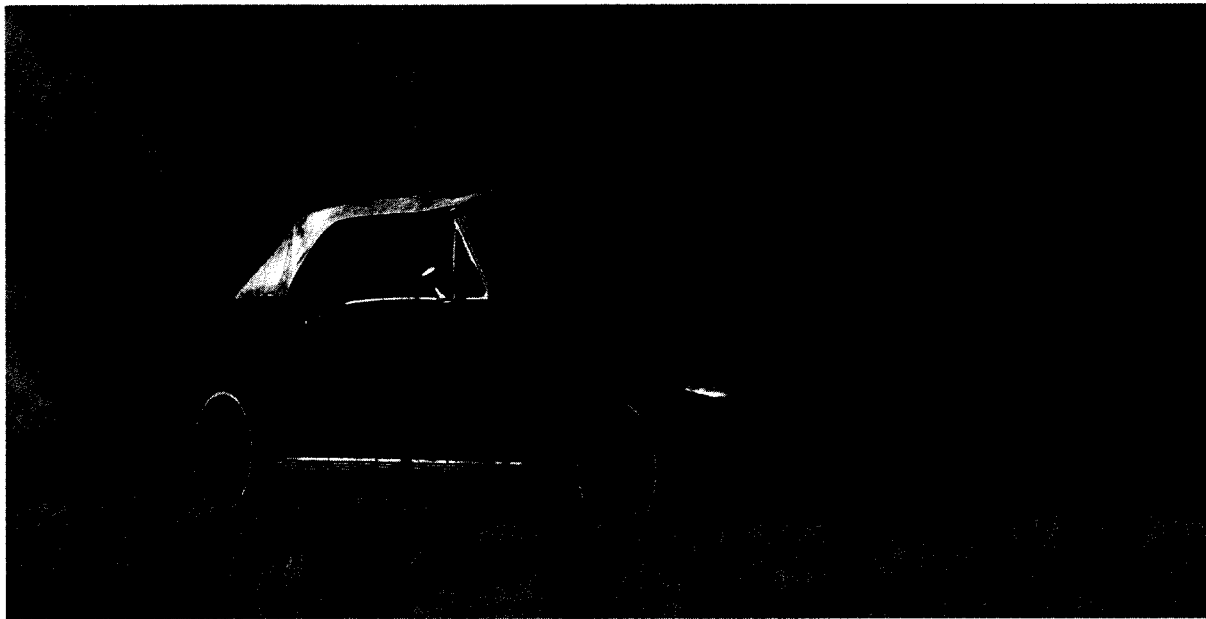
Some medical studies are now suggesting that supplements containing these same antioxidant vitamins may also reduce the risk of cancer.

What This Means To You

It's too early to tell for sure. Some recent studies have failed to show that these vitamins protect against cancer. And in one study, high doses of certain antioxidants may actually have increased the risk of cancer for smokers. Longer term research is needed. In the meantime, always eat a balanced diet with 5 to 9 servings of fruits and vegetables a day. And to make sure you get the antioxidant vitamins you want, try new ACE Antioxidant Supplement.

ACE. The Complete Antioxidant Group

Figure 6
Real Nature Made



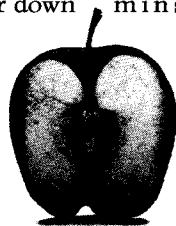
The same thing happens to your body.

It's hard to believe, but the same thing that rusts the paint off your car may also wear down your body.

It's called oxidation and it happens every time you take a breath.

Simply explained, whenever oxygen enters your system, so-called "free radicals" can be formed. Many scientists believe these unstable particles are a leading cause of cell damage.

In fact, recent studies suggest that free radicals may play a significant role in the development of heart disease and cancer.



Oxidation, the process that breaks down an apple and turns it brown, may also cause cell damage in your body.

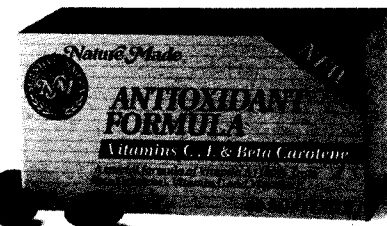
Studies also suggest that foods rich in antioxidant vitamins, like C, E and Beta Carotene, may neutralize many of the free radicals in your body.

Unfortunately, we don't always eat the way we should. This is where an intelligent regimen of vitamins may be able to help. While studies haven't proven that vitamin supplements offer the same protection as foods rich in antioxidants, we at Nature Made® have combined high levels of C, E and Beta Carotene into one easy to swallow softgel.

Introducing our new Antioxidant Formula. Just like all our vitamins, our new formula contains no artificial colors, flavors or preservatives.

Since different people have different needs, Nature Made offers a complete line of over 120 vitamin and mineral supplements—including our latest formula that may help fight the destructive effects of oxidation.

Too bad we can't do the same for your car.

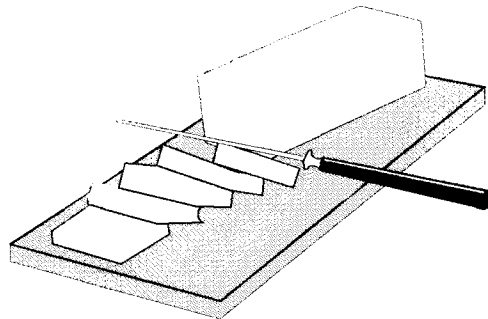


Nature Made. The more you know, the better you'll feel.™

Figure 7
Control



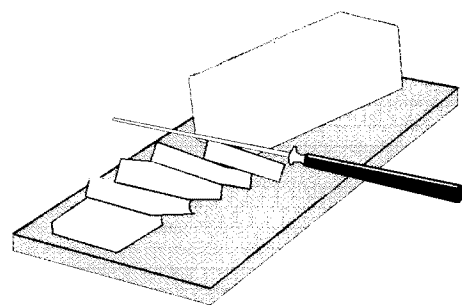
**New Better Blend Margarine Delivers the Taste You
Want Without Any Trans Fatty Acids!**



Now you can avoid trans fatty acids and still get the
taste of a great margarine. And Better Blend costs
no more than ordinary margarine!

Better Blend is the Better Choice

Figure 8
Proof Claim



New Better Blend Delivers the Taste You Want Without Any Trans Fatty Acids!

What We Know About Trans Fatty Acids and Heart Disease

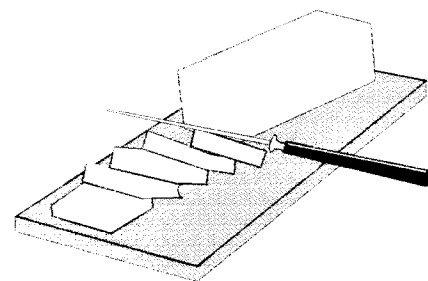
Many margarines contain a substance called trans fatty acids. Medical research has proven that eating foods with trans fatty acids raises blood cholesterol.

What This Means to You

Now you can avoid trans fatty acids and still get the taste of a great margarine.

Better Blend is the Better Choice

Figure 9
Qualified Claim



New Better Blend Delivers the Taste You Want Without Any Trans Fatty Acids!

What We Know About Trans Fatty Acids and Heart Disease

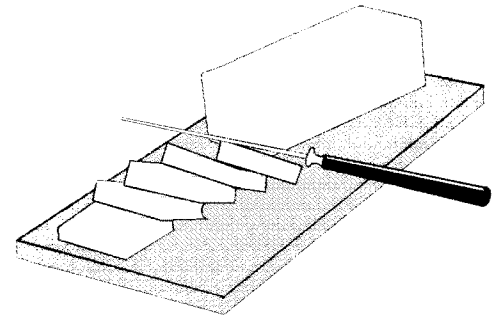
Many margarines contain a substance called trans fatty acids. Recent medical studies report that eating foods with trans fatty acids may raise blood cholesterol.

What This Means to You

It looks like you should try to avoid foods with trans fatty acids, although we won't know for sure how big a problem trans fatty acids are until scientists do more research. In the meantime, you can be confident there are no trans fatty acids in Better Blend Margarine!

Better Blend is the Better Choice

Figure 10
Highly Qualified
Claim



New Better Blend Delivers the Taste You Want Without Any Trans Fatty Acids!

What We Know About Trans Fatty Acids and Heart Disease

Many margarines contain a substance called trans fatty acids. Recent medical studies suggest that eating foods with trans fatty acids may raise blood cholesterol.

What This Means to You

It's too early to tell for sure. There is still much debate about how much trans fatty acids raise blood cholesterol. We won't know how big a problem trans fatty acids are until scientists do more research. But in the meantime, you can be confident that there are no trans fatty acids in Better Blend Margarine.

Better Blend is the Better Choice