

Subject: Notice to the Trade 06-13, 2006 Case Lot Promotions
Instructions for Case Lot Presentation Item Form 40-15

Attached please find case lot form 40-15. Only fill in highlighted areas in fields 17 through 21. Please do not fill in any field that is not highlighted in these columns as these fields contain formulas and any changes to these fields affect our calculations and create mathematical errors. The final case price should include the coupon amount. This is part of the mathematical calculation. The final case price is also the column the stores will use to enter the price into POS-M. The formulas also add the 1% to the unit cost price.

All other fields must be filled in.