

Subject: Notice to the Trade 05-07, 2005 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. They contain formulas and any changes to these fields affect our calculations and create mathematical errors. The final case price should not include the coupon amount. The final case price is also the column the stores will use to enter the price into POS-M. The formulas add the 1% to the case cost price.

All other fields must be filled in.