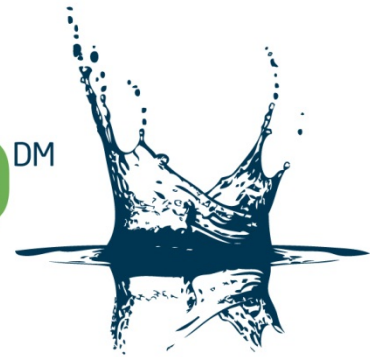


*SpringBoard
CAM
Sample Reports*



SPRINGBOARD^{DM}
Managing the data pool.



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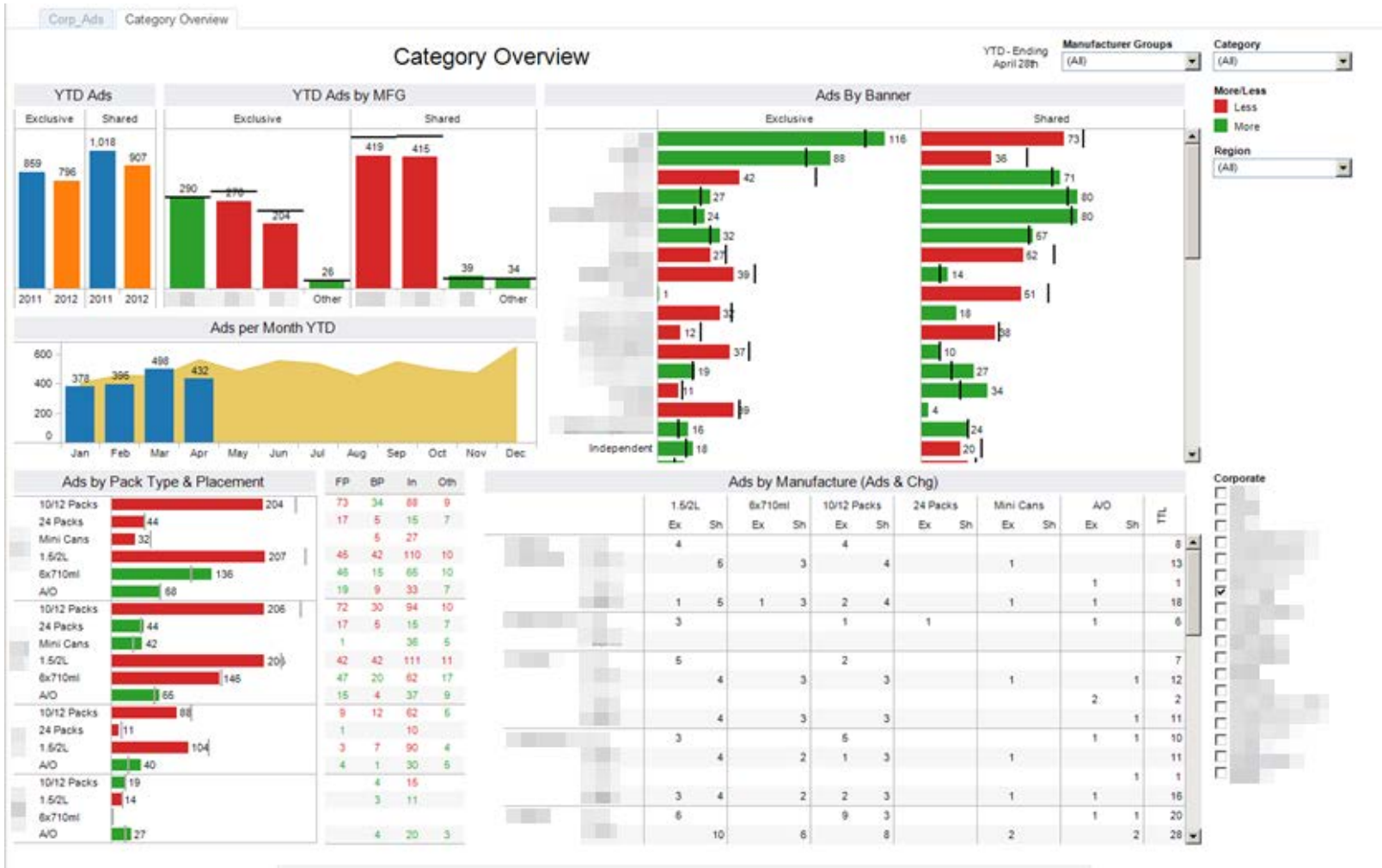
Thank you,

Samuel S Bruce

SpringBoard Data Management

Customer Activity Monitor Sample Reports	Category Overview
	Ad Activity
	Account Detail
	Weeks in Flyer

Category Overview



- Provides a detailed view of advertising activity from the category level as well as the corporate level

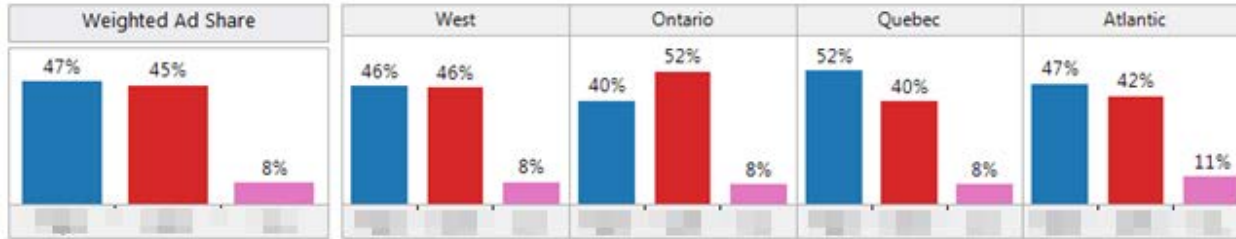
Ad Activity

Customer Activity Monitor

Showing Weeks 1 - 50

Select Pack Group(s)

- (All)
- 1L
- 2L
- 6P PET
- 12-15P
- 18-20P
- 24P
- Mini Cans
- (All)
- C/L
- Coke
- Pepsi



	2012		2012		2012		2012		FP		BP		Oth	
		+/-		+/-		+/-		+/-		+/-		+/-		+/-
West	33	-9	37	-26	14	-5	84	-40	17	-6	3	1	64	-35
	45	-13	49	-3	8	1	102	-15	39	3	2	-4	61	-14
	82	3	81	3	11	-12	174	-6	139	-1	1	-10	34	5
	34	-8	34	2	6	-4	74	-10	12	-6	10	6	52	-10
	24	-1	25	5	8	1	57	5	20	0	7	3	30	2
	20	3	12	-2			-3	32	-2	5	-5	1	1	26
	238	-25	238	-21	47	-22	523	-68	232	-15	24	-3	267	-50
Ontario	17	4	25	11	3	-4	45	11	11	2	1	1	33	8
	14	-1	18	3	8	1	40	3	23	17	8	-13	9	-1
	4	0	6	-7	1	1	11	-6	2	-5			9	-1
	31	6	27	6	10	3	68	15	28	8	8	2	32	5
	46	19	92	47	3	-1	141	65	84	47	7	5	50	13
			6	-4	3	2	9	-2	3	-1	3	2	3	-3
	10	-4	12	0	3	-1	25	-5	5	-5	6	-1	14	1
	82	2	82	3	11	-12	175	-7	141	-1	1	-10	33	4
	17	-5	23	-4	4	-1	44	-10	22	1	9	-3	13	-8
	17	-4	9	-9			-3	26	-16	5	-7		21	-9
	238	17	300	46	46	-15	584	48	324	56	43	-17	217	9

Narrows time period and price range.

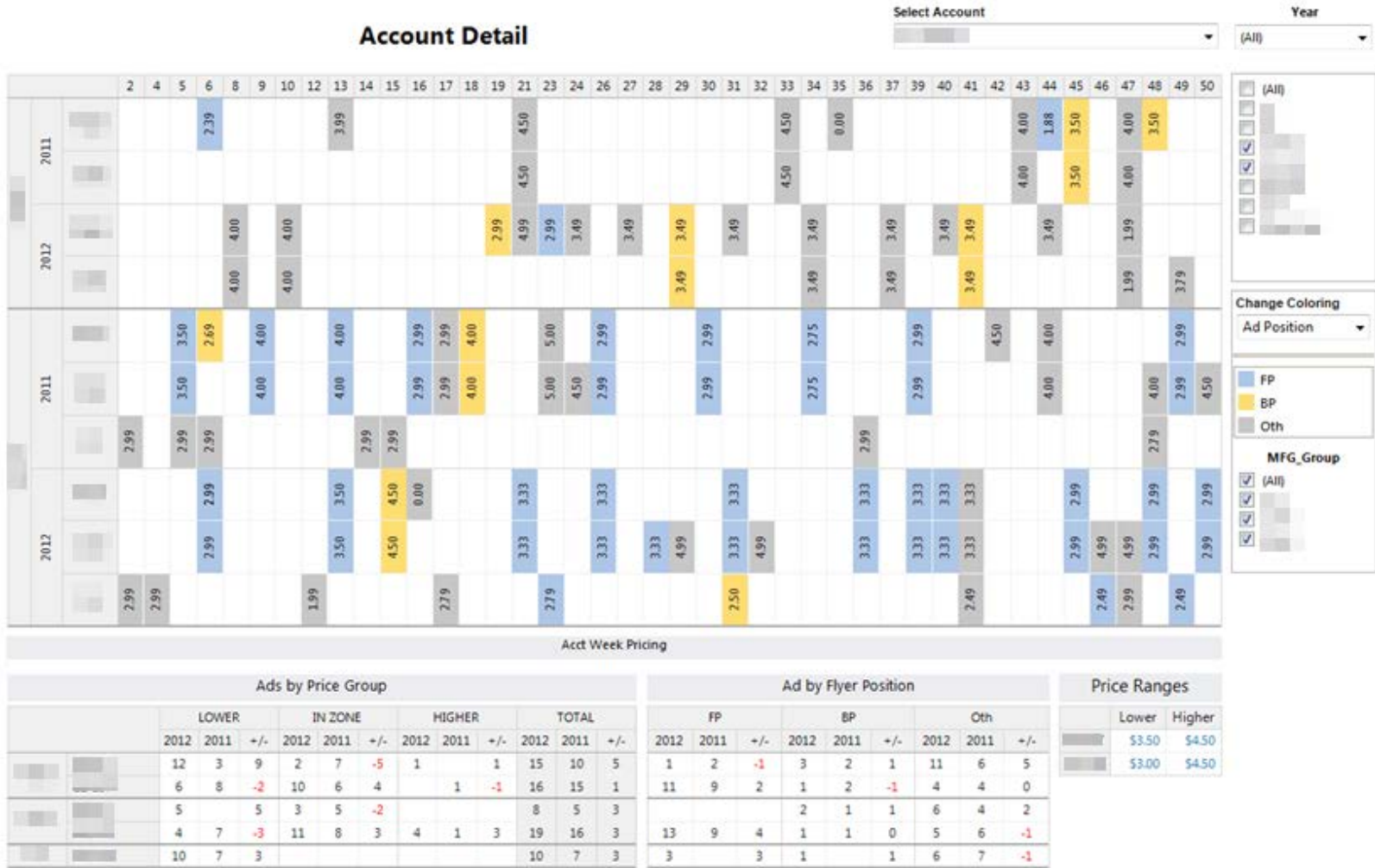
Week Start: Week End:

Min Price: Max Price:

Notes:
- Shares are weighted by week importance.

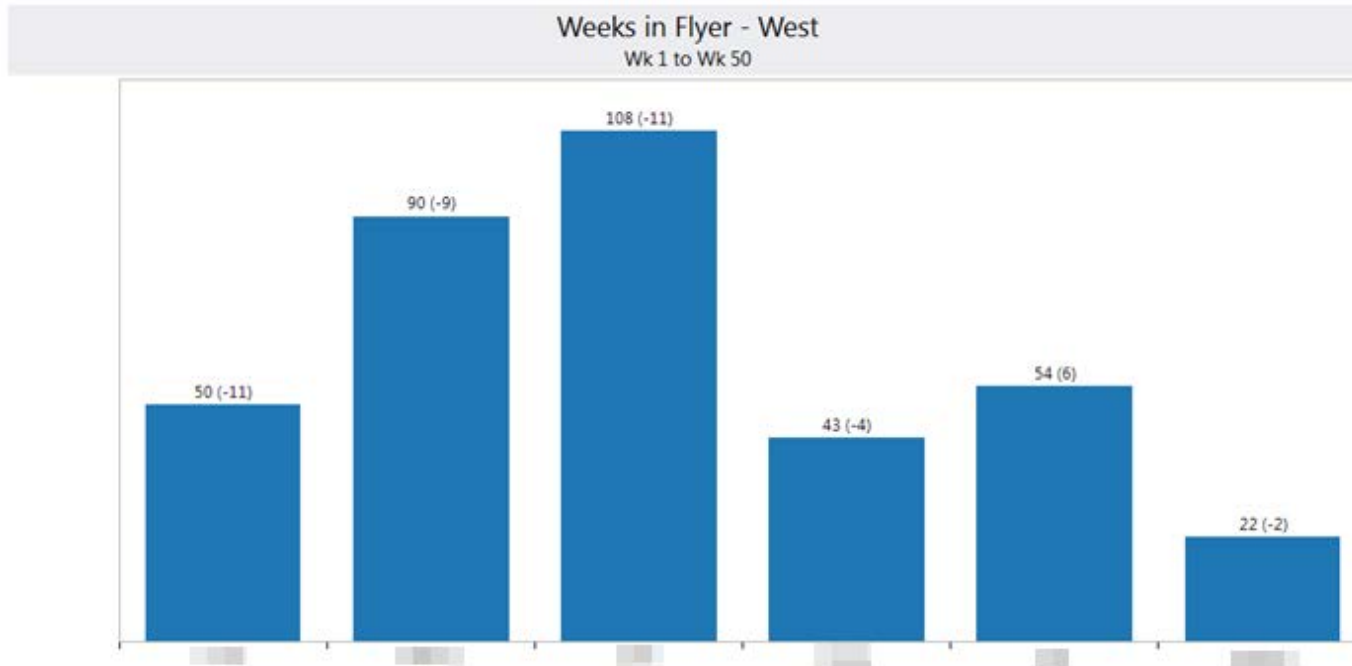
- Provides a detailed view to ad activity including change versus year ago on selected criteria

Account Detail



- Shows a detailed overview of ad activity within an account across a full year

Weeks in Flyer



Ad Count by Flyer Position												
	2012	+/-	2012	+/-	2012	+/-	2012	+/-	2012	+/-	2012	+/-
BP	3	1	2	-3	1	-10	6	3	7	4		
FP	15	2	38	4	86	-3	12	-5	20	1		-3
Oth	32	-14	50	-10	21	2	25	-2	27	1	22	1

Ad Count by Manufacturer												
MFG_Group	2012	+/-	2012	+/-	2012	+/-	2012	+/-	2012	+/-	2012	+/-
Manufacturer 1	17	-3	39	-8	49	1	16	-3	23	1	12	3
Manufacturer 2	19	-3	43	-2	48	0	21	3	23	4	10	-2
Manufacturer 3	14	-5	8	1	11	-12	6	-4	8	1		-3
Category	50	-11	90	-9	108	-11	43	-4	54	6	22	-2

- Provides a summary by retailer of ad count/position over the specified time frame

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