

The All New

Sweethearts[®]

CANDIES

TRUE
LOVE

LET'S
KISS

MELT
MY ♥

ANGEL

SUN
SHINE

The Official Candy of Love[™]

Valentine's 2010



**PASSION FOR PROFITS –
SWEETHEARTS® is ALL-NEW for 2010!**

NEW PACKAGING – updated to stand out on *your* shelves

NEW CANDY COLORS – brighter & bolder

NEW FLAVORS – on-trend & better-tasting than ever

NEW TEXTURE – softer & more fun to eat

NEW EXPRESSIONS – capturing all the playful fun of the holiday

NEW INNOVATION – sweetly sour DAZZLED TARTS

NEW PRESENCE – improved *HIGH-IMPACT* merchandising

**When Brands RELAUNCH, your sales
TAKE OFF!**

Product news drives consumer engagement... and purchase²

Icon brands can leverage their power through meaningful innovation²

Even in challenging economic times, 8 out of 10 consumers are likely to try new products²



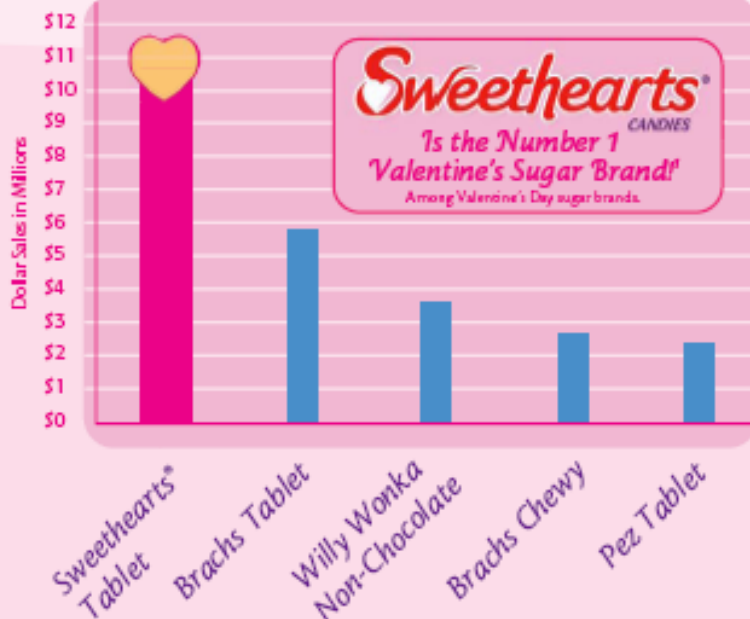
Now more than ever, we're America's SWEETHEARTS®!

LET'S
KISS

- A true cultural icon – a trusted brand MADE in the U.S.A. since 1866
- SWEETHEARTS® means Valentine's Day – it's not the holiday without us
- 92% total brand awareness¹

SUN
SHINE

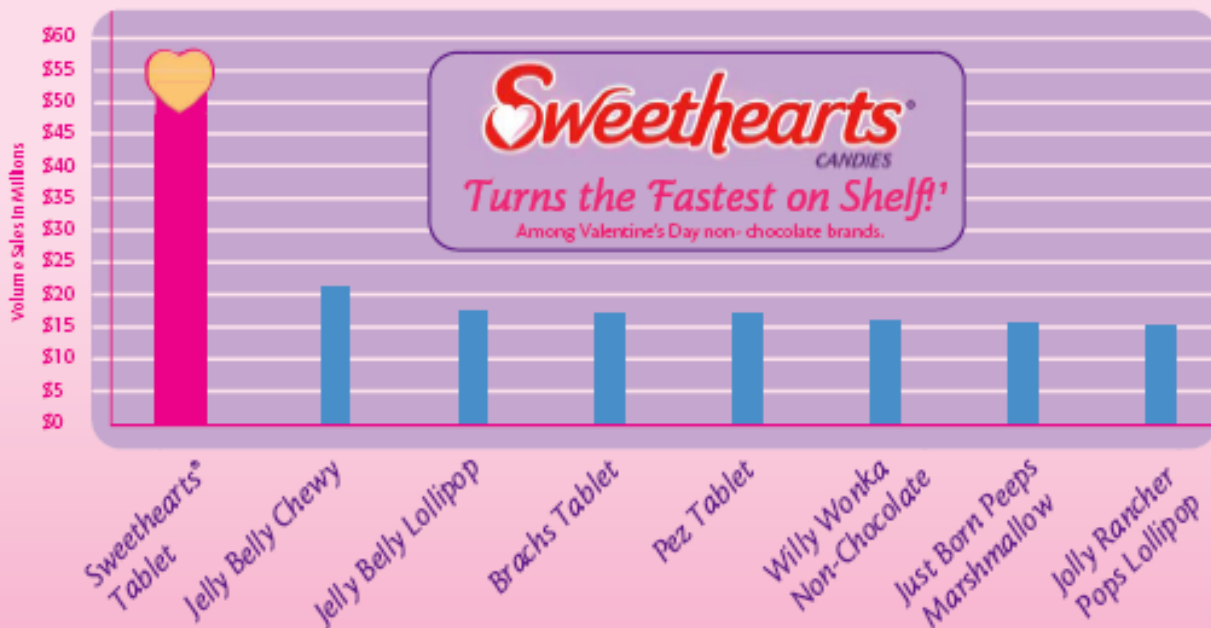
MELT
MY♥



Consumers are *sweet* on SWEETHEARTS®!

- #1 non-chocolate volume brand for Valentine's Day²
- Outsells nearest competitor almost 2 to 1³
- Highest velocity among sugar brands³

- The **ONLY** sugar brand in the Top 10!
- Out turns the entire competitive set



Sweethearts[®] support is going big...
CANDIES

and going **NATIONAL!**

- NEW for 2009 – Regis & Kelly product tie-in with social media program reaching millions of consumers (5/09)
- NEW for 2010 – 2 *People Magazine* insertions (2/06 & 2/13) plus Valentine Gift Guide (2/10)
- 238MM PR media impressions in 2009 – up more than 14% vs. 2008

People

ellen
the ellen degeneres show



NEW! SWEETHEARTS[®] Dazzled Tarts

NEW packaging & expressions... created just for little princesses

NEW dazzled hearts... the bling's the thing

NEW flavors leveraging the powerful sour-candy trend

Pink Lemonade • Crabapple

Lemony Melon • Lime Bomb

Extreme Tangerine • Cherry Tart

The **NEW MUST-BUY** for every Mom with a little princess!



For Valentine's 2010...

Fall in Love with **Sweethearts**[®] All Over Again!
CANDIES