

CROCK·POT®

◆ THE ORIGINAL SLOW COOKER ◆

The Leader in Slow Cooking

- The original and #1 brand of slow cookers – introduced the first slow cooker in 1971.
- Crock-Pot® has **65 % market share** in slow cookers.
- Sold in all channels of distribution – mass, grocery, club, dept store, national chains.
- 60% of US households own a Crock-Pot® slow cooker.
- Crock-Pot® has been the leader in innovation – first to offer removable stoneware, programmability, portability (hinged/locking lid), “auto to warm” feature.

Brand Promise

- Flavorful meals for the way you live today.
- For today’s busy mom, Crock-Pot® slow cookers are the trusted, easy and convenient way to prepare home cooked meals that you can feel good about serving your family.

Brand Values

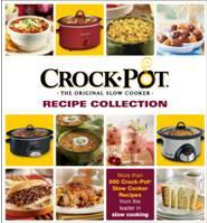
- Convenience
- Pride
- Flavorful Meals

Brand Attributes

- Trusted Brand
- Authenticity
- Reliability

Target Consumer

- Primarily women, 30-54 age group.
- Family oriented, practical and capable. She’s time-stressed and leads a busy life but she’s confident and likes to try new things. She takes pride in making homemade meals for her family and friends.

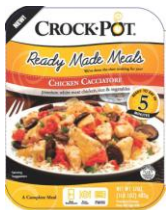
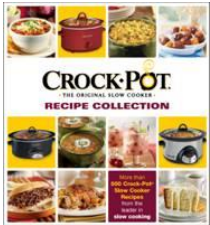


CROCK·POT®

◆ THE ORIGINAL SLOW COOKER ◆

Brand Communications

- Integrated campaign includes TV, print, PR, web, social media, news stand magazines, promotions, i-phone app.
- Over 1mm hits annual on crockpot.com
- Over 200k downloads of the Crock-Pot i-phone app
- Over 3 billion impressions via 2,200 PR placements in 2009



Brand Extensions

- Banquet® Crock-Pot® Meals did almost \$50mm at retail in 2009.
- Crock-Pot® cookbooks – over 1.2mm sold in 2009 in addition to over 1 million Crock-Pot® news stand magazines.
- Recent brand extensions include slow cooker seasonings, refrigerated meals and slow cooker tools/gadgets.

The Opportunity

- US consumers prepare 1.8 billion slow cooker meals annually.
- Licensing opportunity for the development of Crock-Pot® food consumables – complete meals, meal starters, sauces, soups, etc..
- Crock-Pot®/licensee alignment on in-store events, cross promotions, website initiatives/communications, in-packaging coupons, recipe sharing/development.