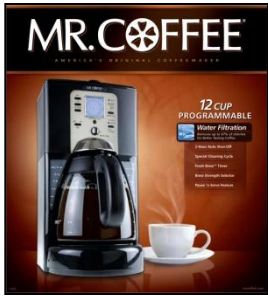


MR. COFFEE®



The Original Automatic Drip Coffeemaker

- Mr. Coffee® is the leading brand in coffeemakers with **40% market share**.
- Sold in all channels of distribution – mass, grocery, club, dept store, national chains.
- Mr. Coffee has 94% overall consumer brand awareness.
- The Mr. Coffee brand introduced the 1st auto drip coffeemaker in 1972; other firsts - 1st programmable timer/delayed start; 1st “pause -n- brew”; 1st home frappe machine

Brand Promise

- For those that recognize good things start at home, Mr. Coffee® is the brand that leads the way in transforming your favorite coffee bean into your favorite cup of coffee. ***Mr. Coffee® makes the magic of coffee simple to achieve and affordable to everyone.***

Brand Values

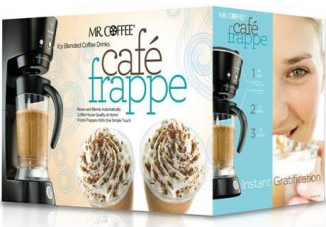
- Way to make the day
- Makes a good cup of coffee
- Enduring investment

Brand Attributes

- Quality products
- Dependable, reliable
- Easy to use
- Rich, smooth coffee taste

Target Consumer

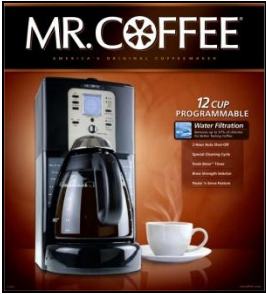
- 30-49 females; Daily Ritualists and Experimental Gourmets



MR. COFFEE®

Brand Communications

- Integrated campaigns typically include multiple elements - TV, print, PR, web, social media, promotions.
- Almost 1mm visits annually to mrcoffee.com;
100k visits on myfrappe.com since Sept 09



- Robust campaign for '09 launch of Café Frappe - TV advertising in Q4, social media, PR



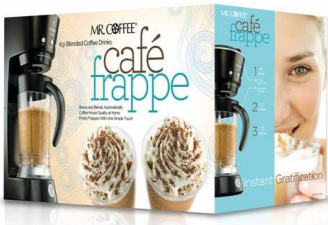
- Significant PR activities – over 2 billion impressions in '09



Mr. Coffee brings icy drinks to the kitchen counter



- New packaging in 2009 contemporized the brand

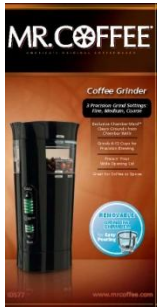


MR. COFFEE®

MR. COFFEE®

Current Licensing Partners

- Introduced premium coffee in 2007.
- Introduced coffee accessories in 2009.
- Filters, coffeemaker cleaner and cookbooks introduced over the past 5 years.



Licensing Opportunities

- The Mr. Coffee brand extension strategy is focused on beverages and additives to enhance both the coffee and coffee-based drink experience.

- Mr. Coffee/licensee marketing alignment on:

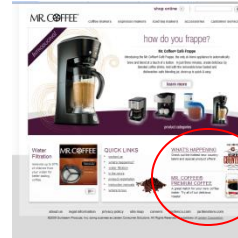
- Couponing (In-Pack)

- FSI's

- Website Integration

- Advertising Alignment

- E-mail blasts to Mr. Coffee consumer database



Mr. Coffee® coffee on JCS website

