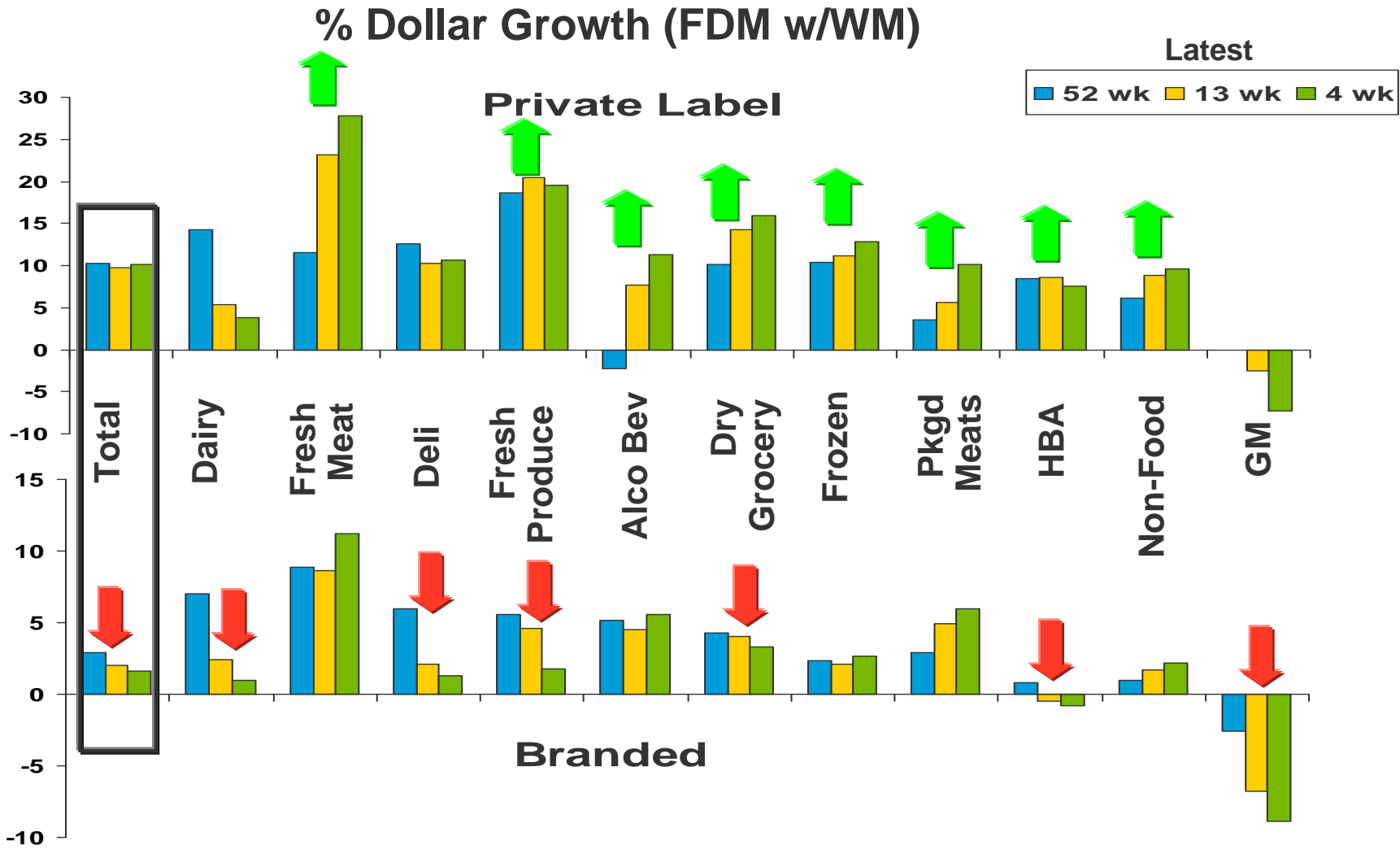


PL \$ Sales Holding Steady, While Branded \$ Sales Worsening



Source: The Nielsen Company – upc-coded products: 52 weeks ending 11/01/08 (versus prior year)