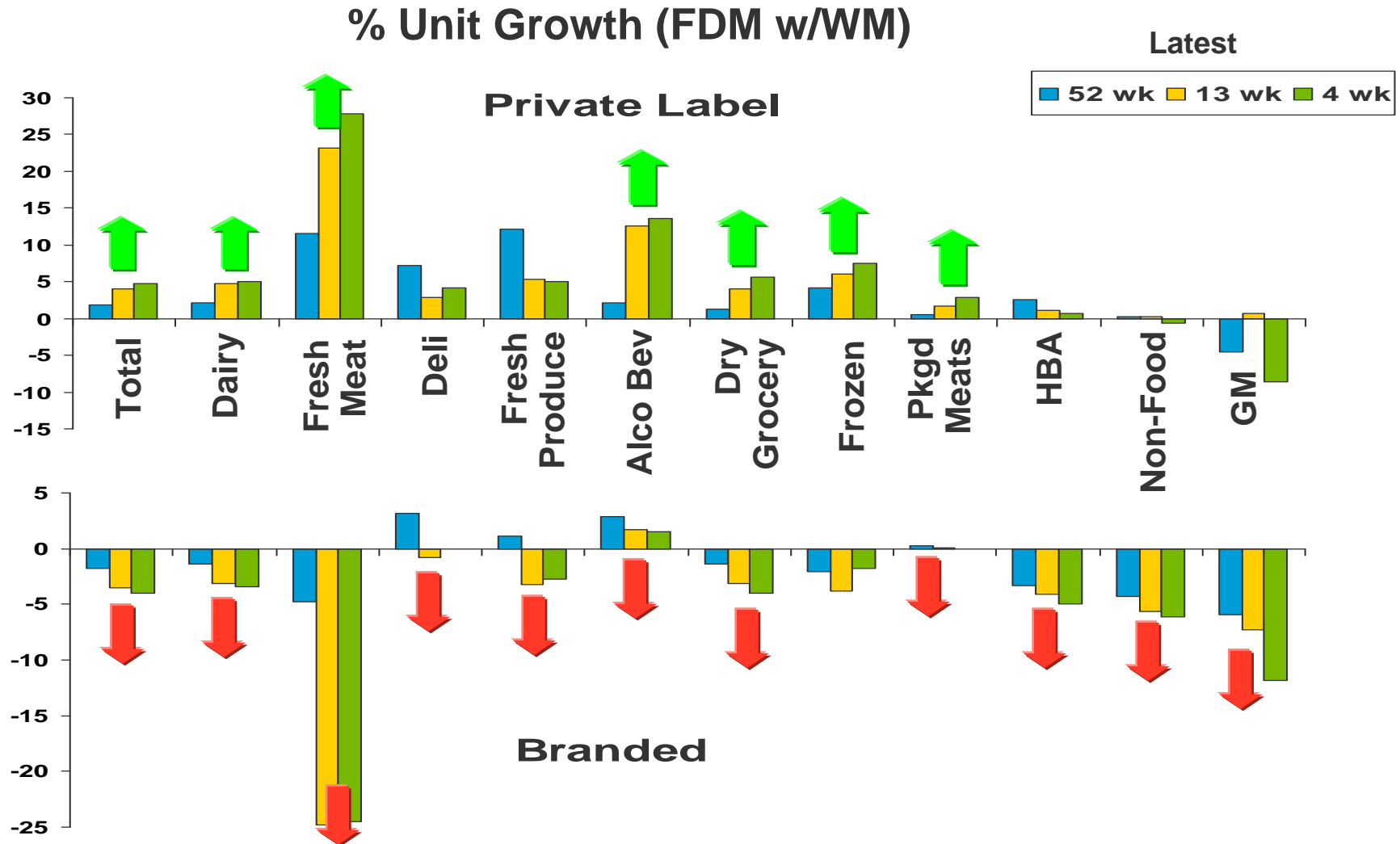


# Consumers Turning to PL as Economy Weakens; Brand Performance Worsening in About Every Dept



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