

PERIOD 2B 1998 GPC SPEND ALLOCATION

	A B C			D	E	F	G	H	I	J	K	L	M	N	O	P
	9 Weeks Ending 5/22/98															
	Matched Store Volume	Estimate for Unmatched	Total Base Volume	Less All-SIP Volume	Volume less All-SIP	Planned Nat'l Chains	Planned Chains % of Total	Volume Net of Planned Chains	Seasonal Adjustment Factor	Projected Nine-Week S-T-R Volume	Calendar Days Adjustment (44/45)	Projected Two-Month S-T-R Volume	Percent of Total Volume	Period 2B Calculated Budget Download	Adjustment Period 1 Net	Adjustment Period 1 Actual Results Actual P2B Download
SECT 01 BOSTON	853,374	46,084	899,458		899,458	20,726	2.3%	878,733	1.107	972,638	0.978	951,023	4.28%	\$2,000,728	\$147,175	\$2,147,903
SECT 02 NEW YORK	41,839	37,208	79,047	79,047	0	0	0.0%	0	1.129	0	0.978	0	0.00%	\$0	\$0	\$0
SECT 03 HARTFORD	391,398	102,991	494,389	19,776	474,614	14,649	3.0%	459,965	1.124	516,823	0.978	505,338	2.26%	\$1,063,111	\$30,543	\$1,093,654
SECT 04 PHILADELPHIA	158,182	45,608	203,770		203,770	21,182	10.4%	182,587	1.100	200,876	0.978	196,412	0.88%	\$413,204	\$45,965	\$459,169
SECT 05 NEWARK	416,373	148,346	564,719		564,719	35,015	6.2%	529,704	1.095	580,273	0.978	567,378	2.54%	\$1,193,629	\$69,021	\$1,262,650
SECT 06 SYRACUSE	488,852	50,108	518,960		518,960	25,000	4.8%	493,960	1.165	575,667	0.978	562,874	2.52%	\$1,184,153	(\$134,244)	\$1,049,909
SECT 07 BALTIMORE	339,050	47,869	386,919		386,919	98,587	25.5%	288,331	1.068	308,036	0.978	301,191	1.35%	\$633,633	(\$48,006)	\$585,627
SECT 08 RICHMOND	408,484	48,723	457,207		457,207	121,038	26.5%	336,169	1.057	355,341	0.978	347,444	1.56%	\$730,940	\$61,445	\$792,385
SECT 09 CHARLOTTE	763,093	68,655	831,747		831,747	103,520	12.4%	728,228	1.073	781,392	0.978	764,028	3.42%	\$1,607,333	\$69,410	\$1,676,743
SECT 10 ATLANTA	460,657	38,051	498,709		498,709	46,433	9.3%	452,276	1.042	471,220	0.978	460,749	2.06%	\$969,306	(\$67,278)	\$902,028
SECT 11 JACKSONVILLE	566,002	53,886	619,888		619,888	42,655	6.9%	577,233	1.037	598,664	0.978	585,360	2.62%	\$1,231,459	(\$202,643)	\$1,028,816
SECT 12 MIAMI	832,270	98,701	930,971		930,971	139,544	15.0%	791,427	0.982	777,227	0.978	759,955	3.40%	\$1,598,766	\$144,850	\$1,743,616
SECT 13 COLUMBUS	452,928	92,965	545,891		545,891	38,194	7.0%	507,698	1.073	544,839	0.978	532,732	2.39%	\$1,120,741	(\$84,480)	\$1,036,261
SECT 14 CINCINNATI	971,319	80,594	1,051,913		1,051,913	102,755	9.8%	949,158	1.061	1,007,443	0.978	985,055	4.41%	\$2,072,323	(\$131,941)	\$1,940,382
SECT 15 DETROIT	96,344	19,770	116,114	116,114	0	0	0.0%	0	1.049	0	0.978	0	0.00%	\$0	\$0	\$0
SECT 16 CHICAGO	564,521	77,204	641,724		641,724	66,789	10.4%	574,935	1.072	616,554	0.978	602,853	2.70%	\$1,268,260	(\$34,710)	\$1,233,549
SECT 17 MILWAUKEE	692,231	73,001	765,232		765,232	29,425	3.8%	735,808	1.095	805,424	0.978	787,526	3.53%	\$1,656,767	(\$134,598)	\$1,522,169
SECT 18 MINNEAPOLIS	976,389	46,435	1,022,824	182,829	860,195	14,115	1.4%	846,080	1.072	906,715	0.978	886,566	3.97%	\$1,865,125	(\$338,625)	\$1,526,499
SECT 19 LOUISVILLE	940,138	74,124	1,014,262		1,014,262	48,871	4.8%	965,391	1.099	1,060,731	0.978	1,037,159	4.65%	\$2,181,937	\$47,807	\$2,229,744
SECT 20 NEW ORLEANS	601,278	146,993	748,271	642,292	105,978	0	0.0%	105,978	1.015	107,533	0.978	105,143	0.47%	\$221,196	\$0	\$221,196
SECT 21 ST. LOUIS	1,697,777	162,947	1,860,724	353,538	1,507,186	72,199	3.9%	1,434,987	1.083	1,526,099	0.978	1,492,185	6.69%	\$3,139,204	(\$266,457)	\$2,872,748
SECT 22 KANSAS CITY	1,419,357	100,352	1,519,709		1,519,709	33,546	2.2%	1,486,163	1.057	1,571,088	0.978	1,538,175	6.88%	\$3,231,748	(\$214,723)	\$3,017,026
SECT 23 DALLAS	647,824	128,685	776,508		776,508	36,411	4.7%	740,098	1.040	769,509	0.978	752,408	3.37%	\$1,582,889	(\$87,129)	\$1,495,760
SECT 24 HOUSTON	334,827	104,130	438,957		438,957	24,550	5.6%	414,407	0.985	408,331	0.978	399,257	1.79%	\$839,943	(\$20,936)	\$819,007
SECT 25 DENVER	682,765	148,956	831,721		831,721	64,999	7.8%	766,723	1.076	825,166	0.978	806,829	3.61%	\$1,697,377	(\$101,177)	\$1,596,200
SECT 26 SEATTLE	1,470,944	274,031	1,744,975		1,744,975	59,711	3.4%	1,685,263	1.138	1,917,620	0.978	1,875,007	8.40%	\$3,944,569	\$176,242	\$4,120,811
SECT 27 SAN FRANCISCO	408,625	58,322	466,947		466,947	28,043	6.0%	438,905	1.068	468,670	0.978	458,451	2.05%	\$964,472	\$204,733	\$1,169,204
SECT 28 SACRAMENTO	1,429,993	81,898	1,511,891		1,511,891	66,110	4.4%	1,445,781	1.048	1,515,747	0.978	1,482,064	6.84%	\$3,117,911	\$564,524	\$3,682,435
SECT 29 LOS ANGELES	388,881	160,510	549,391		549,391	21,519	3.9%	527,873	1.058	558,358	0.978	545,948	2.45%	\$1,148,546	\$65,052	\$1,213,597
SECT 30 SAN DIEGO	2,112,640	204,744	2,317,384		2,317,384	287,432	11.5%	2,030,152	1.015	2,080,070	0.978	2,033,846	9.11%	\$4,278,729	\$240,182	\$4,518,911
TOTAL UNITED STATES	21,588,533	2,821,892	24,410,424	1,373,396	23,037,029	1,643,015	6.7%	21,394,013		22,828,251		22,320,957	100%	\$46,958,000		\$46,958,000