

HARLEY PROMOTION TRACKING

26-Mar-96

Scrabble

COUPON PLACEMENT	1995																1996	
	JAN	FEB	MAR	1ST QTR	MAY	JUN	2ND QTR	JUL	AUG	SEP	3RD QTR	OCT	NOV	DEC	4TH QTR	TOTAL 1995	JAN	FEB
50c PCK C/S/I	1,927	1,827	2,375	6,129	1,858	2,160	5,868	1,631	1,704	2,108	5,443	1,648	1,391	1,457	4,496	21,936	1,541	1,323
\$5.00 Ctn cpn	250	229	316	795	243	266	743	241	234	298	773	229	207	210	646	2,957	222	193
Buydown	\$851.5	\$837.9	\$1,067.7	\$2,757.1	\$1,179.4	\$1,130.0	\$3,245.2	\$1,092.8	\$1,203.2	\$1,092.3	\$3,388.3	\$1,090.4	\$1,002.8	\$1,020.0	\$3,113.2	12,504	\$1,000.3	\$951.2
Total Prom. Vo	122,600	115,856	153,408	391,864	132,936	141,600	395,768	124,532	129,006	145,452	398,990	122,376	109,332	111,940	343,648	1,530,270	115,232	103,108
Monthly Vol	100,245	111,828	133,182	345,255	141,906	131,784	389,669	110,957	133,301	112,745	357,003	115,470	99,750	92,304	307,524	1,399,451	95,184	98,647
% of Units Plc	12.94	10.45	11.59	11.25	2.45	10.76	10.05	11.25	9.75	10.65	11.25	10.65	10.05	10.15	11.25	10.05	12.15	10.65
CRS Spending (1)				1ST QTR			2ND QTR				3RD QTR				4TH QTR			
\$ (M)				\$10,495,687			\$10,598,760				\$10,644,600				\$9,099,200			
\$/M				\$30.40			\$27.20				\$29.82				\$29.59			
Cost of shipped Coupons (2)																		
\$ (M)				\$10,801,783			\$7,067,682				\$8,594,826				\$9,064,892			
\$/M				\$31.29			\$18.14				\$24.07				\$29.48			
Total promotion Spending (3)																		
\$ (M)				\$6,614,865 (3A)			\$8,673,512 (3A)				\$10,344,943 (3A)				\$12,248,440 (3B)			
\$/M				\$19.16			\$22.26				\$28.98				\$39.83			

(1) Based on the actual number of coupons placed as reported by CRS, and buydown dollars combined.
Note: Carryover liability and P.O.S. costs are not included.

(2) Includes '94 carryover (\$6,008,000), Dillon store charges (\$159,861) per budget dated 9/13, buffer coupon production (\$1,965) per budget dated 9/13

(3) Includes workplan, P.O.S.

(A) Includes other programs (\$66,281.5)

(B) Includes other programs (\$66,281.5) plus Dec-March programs (\$1,466,930)

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