

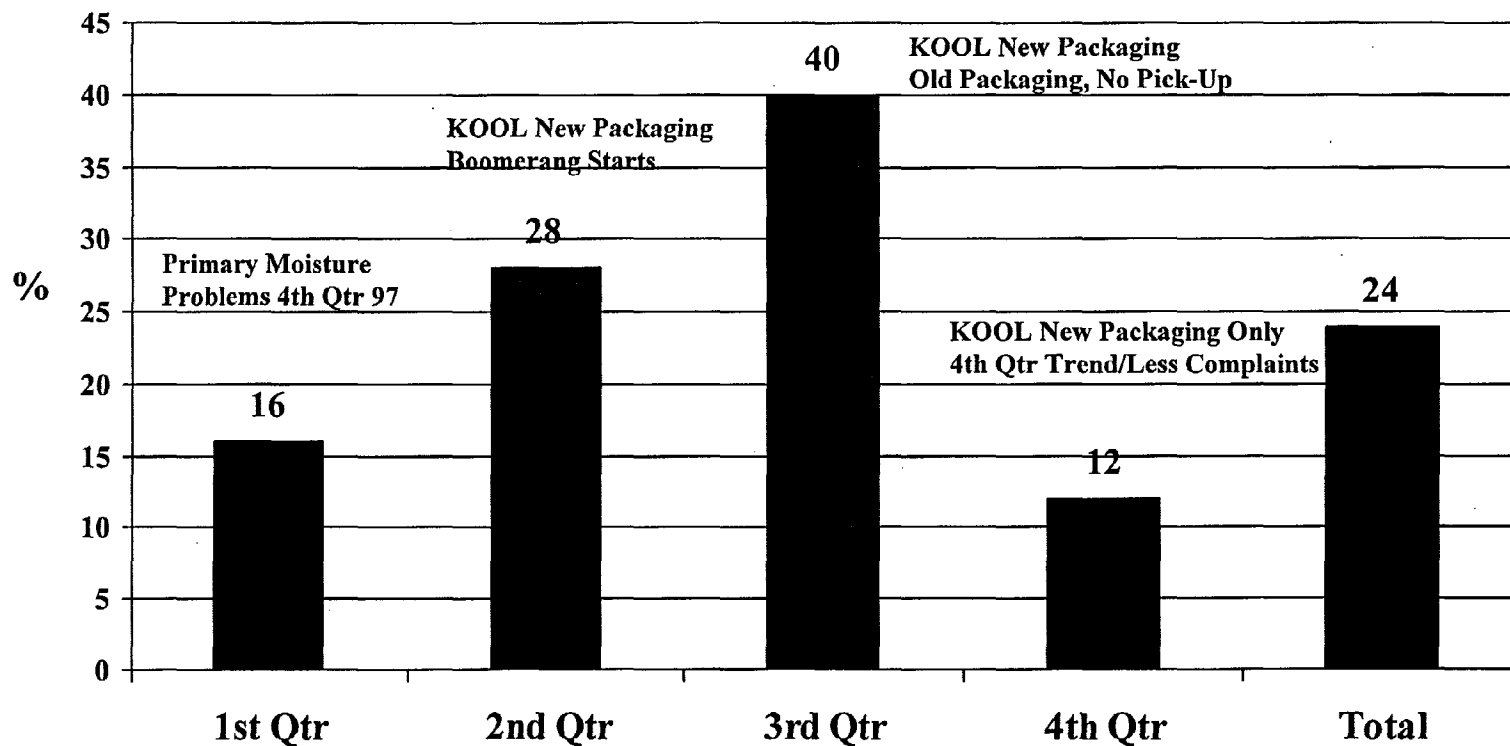
Timeline of Major Events

- GPC Old Packaging Sweep: Aug/Sep 1997
- Possible Primary Moisture Issues: 4th Qtr 1997
- GPC Flavor Reduction: Jan 1998
- KOOL New Packaging: April 1998
- Boomerang Implemented: April 1998
- National Age Audit: April/May 1998
- KOOL Old Packaging Sweep: Aug/Sep 1998

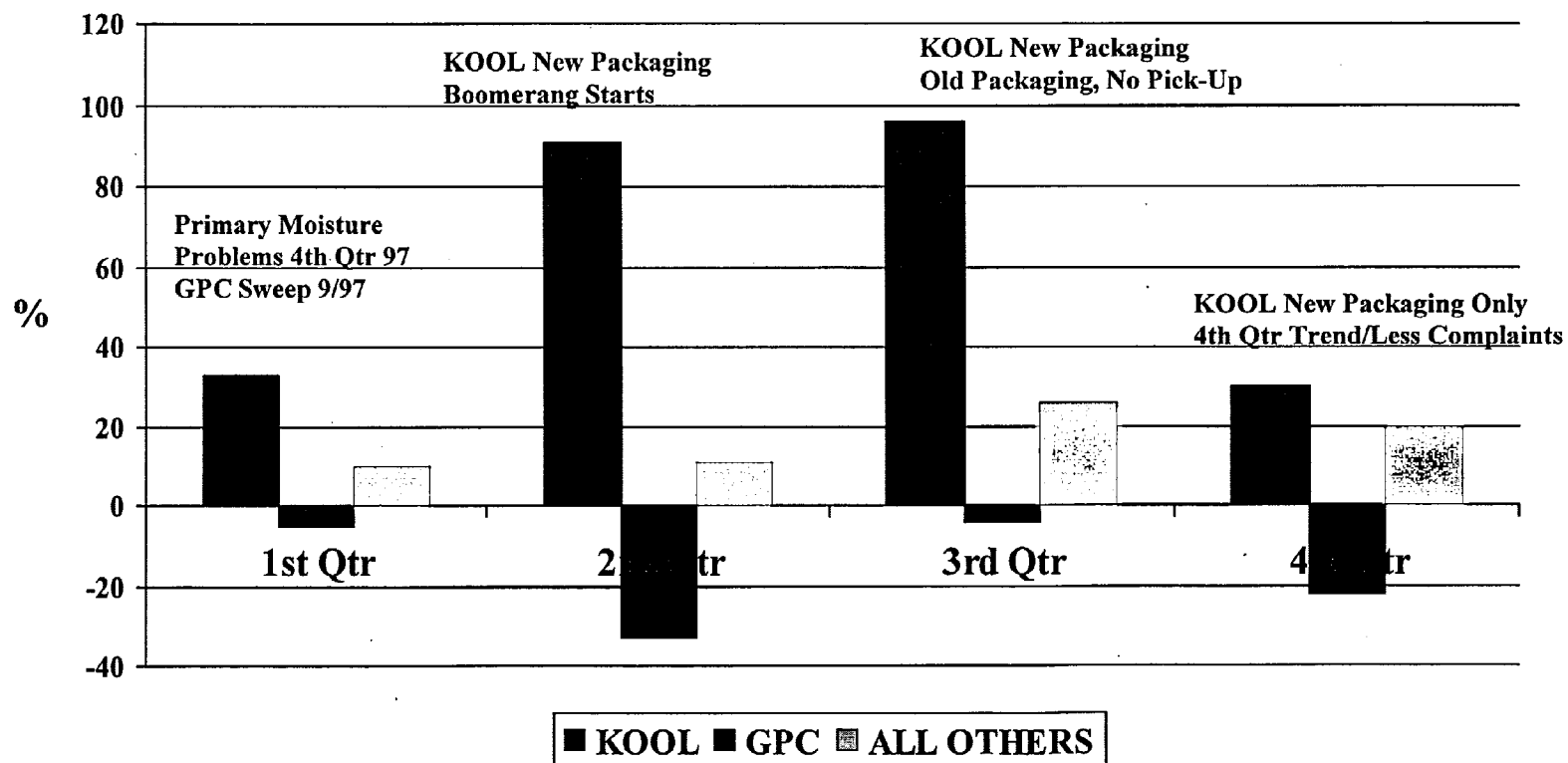
Stale/Dry Complaints All Brands (CPB)

	1997	1998	% Change
1 st Qtr	69.2	80.6	16% Increase
2 nd Qtr	55.9	71.5	28% Increase
3 rd Qtr	50.8	71.3	40% Increase
4 th Qtr	55.4	62.2	12 % Increase
Total	57.7	71.3	24% Increase

Stale/Dry Complaints All Brands Percent Change 1997 vs 1998

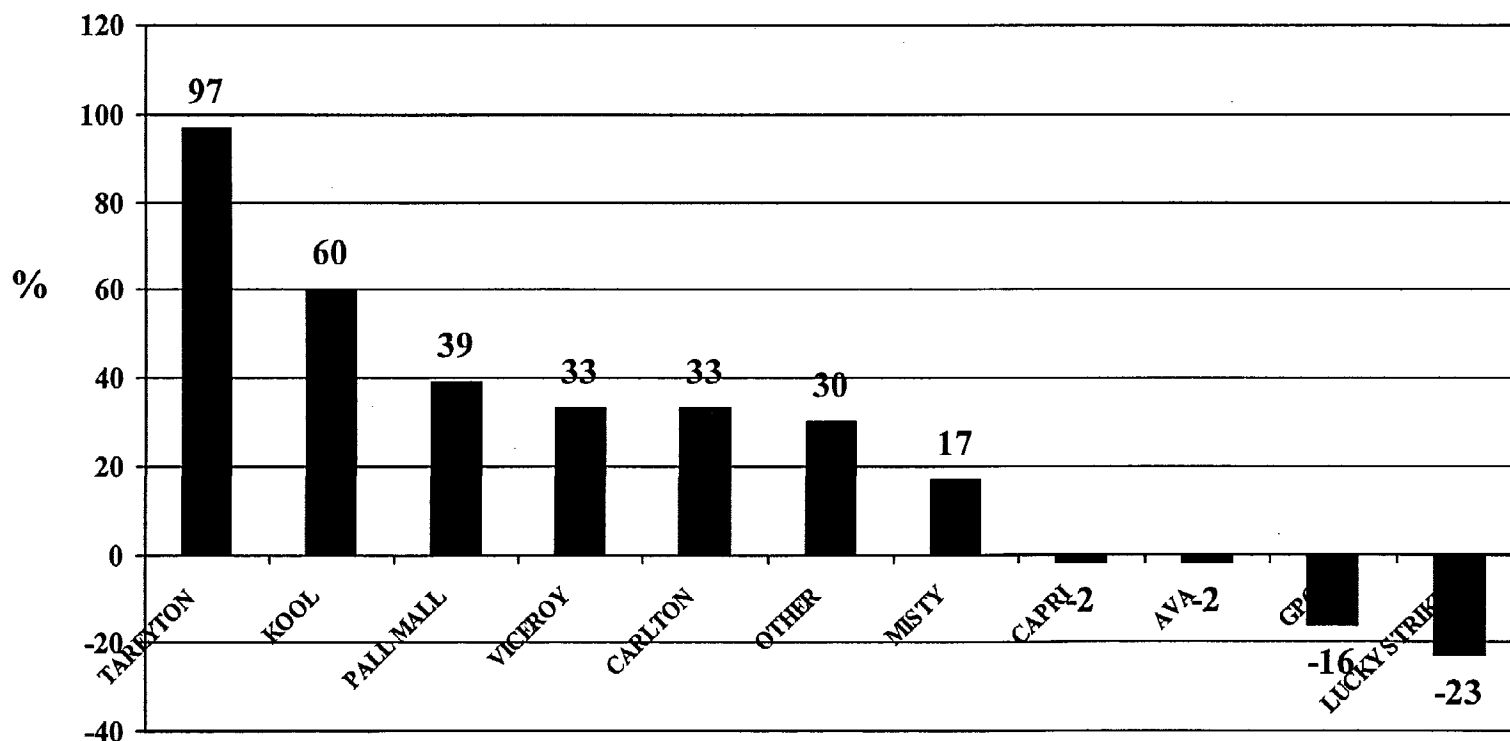


Stale/Dry Complaints By Quarter Percent Change 1997 vs 1998



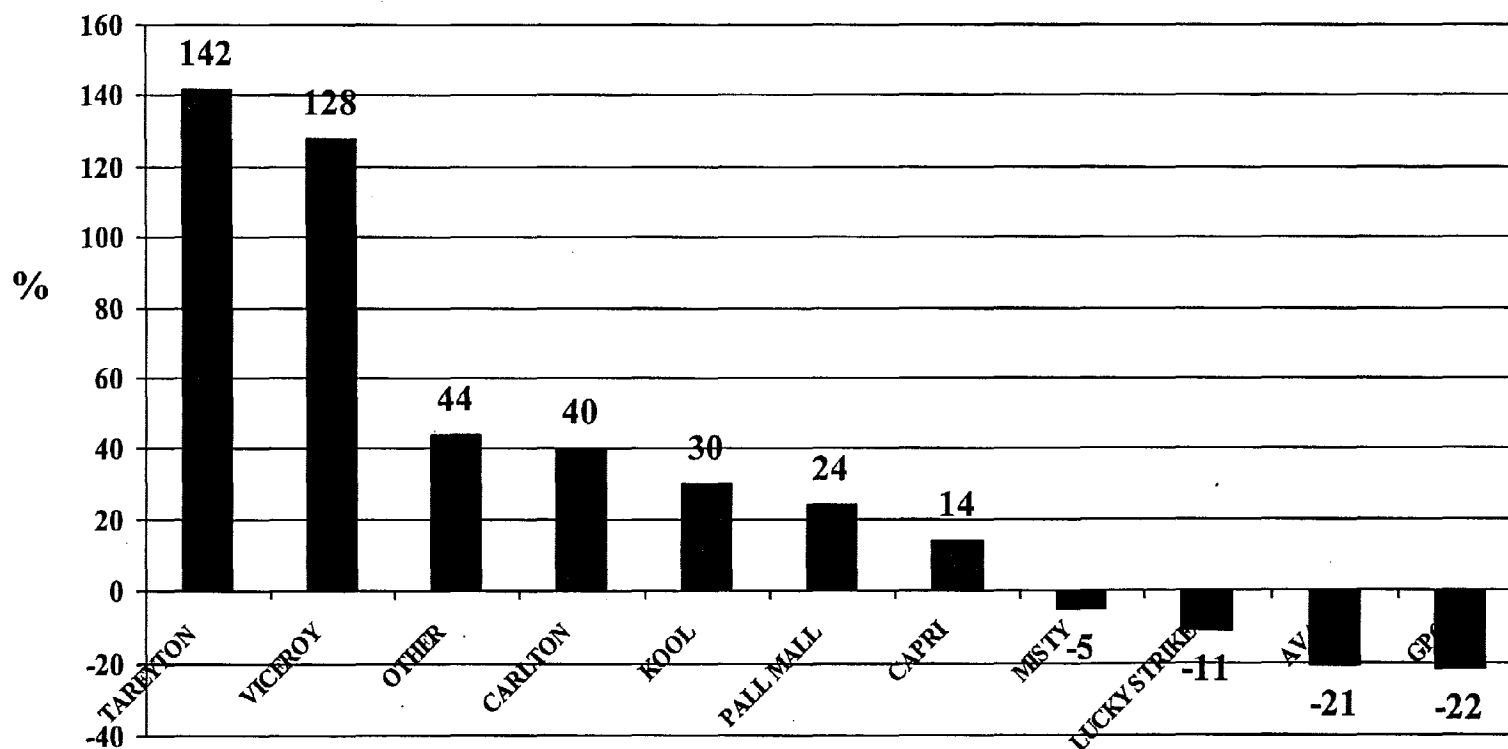
Stale/Dry Complaints By Brand

Percent Change 1997 vs 1998

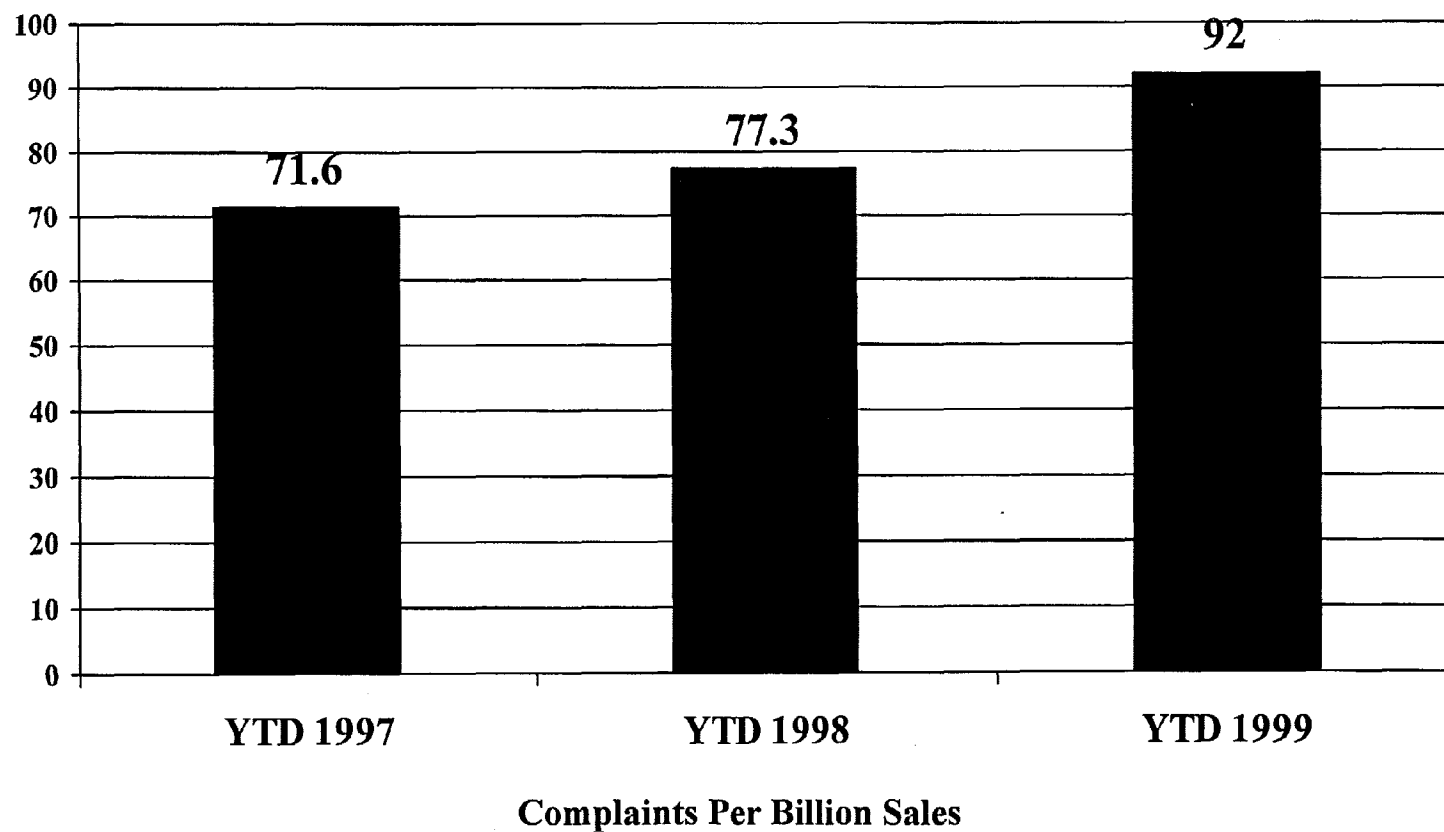


Stale/Dry Complaints By Brand

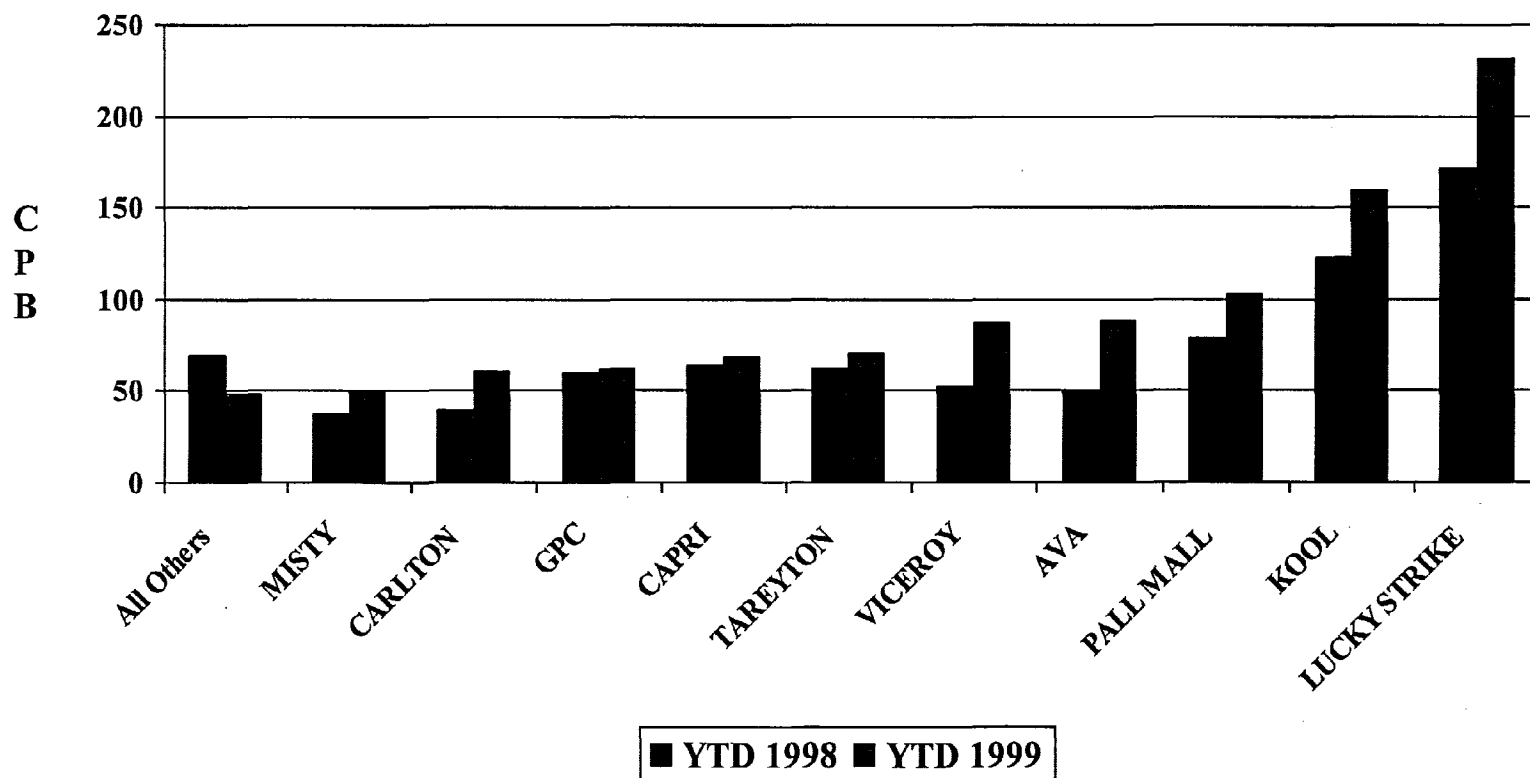
% Change 4th Qtr 1997 vs 4th Qtr 1998



Stale/Dry Complaints YTD (Jan - Feb)



Stale/Dry Complaints YTD 1998 versus YTD 1999



YTD = JAN-FEB

Stale/Dry Complaints By Brand

% Change YTD 1998 vs YTD 1999

