

12 W/E CUR JUL1214.4

	SALES UNITS			Everyday (Base) Price per Unit	Any Promo Price per Unit	Any				Sun %ACV any promo	Xtra %ACV any promo
	EQU - WASHLOAD	%ACV Any Promo	Avg Price per Unit			Avg PPL	Everyday PPL	Promo PPL			
Latest 12 weeks ending 7/12/14						Xtra Comp.	Slope to Xtra	Slope to Xtra	Slope to Xtra		
TOTAL US - XAOC											
BR LND CLN LIQUID SUN	7,839,813	42.3	\$4.32	\$4.63	\$4.12						
SZ LND CLN LIQUID SUN 45.4 OZ	331,563	3.3	\$2.09	\$2.13	\$1.96	45oz	1%	-7%	-4%	3.3	14.3
SZ LND CLN LIQUID SUN 62.5 OZ	290,621	3.7	\$2.22	\$2.50	\$1.86	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 75 OZ	443,428	2.3	\$2.66	\$2.79	\$2.37	75oz	1%	-7%	2%	2.3	0.0
SZ LND CLN LIQUID SUN 117 OZ	406,358	7.0	\$4.20	\$4.78	\$3.65	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 150 OZ	1,063,396	1.0	\$4.21	\$4.94	\$4.05	144oz	-13%	-5%	-12%	1.0	2.3
SZ LND CLN LIQUID SUN 188 OZ	4,163,389	31.7	\$5.27	\$5.60	\$5.08	175oz	-11%	-14%	-8%	31.7	0.0
SZ LND CLN LIQUID SUN 250OZ	1,140,840	1.3	\$7.89	\$7.91	\$7.47	250oz	-1%	-2%	-4%	1.3	4.0
TOTAL US - FOOD											
BR LND CLN LIQUID SUN	2,241,105	34.7	\$3.84	\$4.09	\$3.57						
SZ LND CLN LIQUID SUN 45.4 OZ	158,753	6.0	\$2.21	\$2.28	\$2.05	45oz	35%	-9%	69%	6.0	2.0
SZ LND CLN LIQUID SUN 62.5 OZ	290,621	9.3	\$2.22	\$2.50	\$1.86	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 75 OZ	55,960	2.3	\$2.46	\$3.07	\$2.06	75oz	-6%	-4%	-8%	2.3	0.0
SZ LND CLN LIQUID SUN 117 OZ	127,606	6.3	\$4.59	\$4.83	\$4.29	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 188 OZ	1,570,110	24.3	\$5.41	\$5.65	\$5.24	175oz	-17%	-17%	-9%	24.3	13.7
SZ LND CLN LIQUID SUN 250OZ	38,050	0.3	\$7.80	\$7.84	\$7.17	250oz	4%	-2%	3%	0.3	1.7
DOLLAR GENERAL TOTAL CENSUS TA											
BR LND CLN LIQUID SUN	1,294,373	99.7	\$3.95	\$4.43	\$3.84						
SZ LND CLN LIQUID SUN 75 OZ	72,975	61.7	\$2.49	\$2.76	\$2.17	75oz	-10%	-1%	-20%	61.7	31.0
SZ LND CLN LIQUID SUN 150 OZ	1,063,362	88.7	\$4.21	\$4.94	\$4.05	144oz	-13%	-5%	-12%	88.7	96.3
SZ LND CLN LIQUID SUN 250OZ	109,294	11.0	\$7.95	\$7.98	\$7.74	250oz	-1%	-1%	-1%	11.0	32.7
FAMILY DOLLAR TOTAL CENSUS TRADING AREA											
BR LND CLN LIQUID SUN	1,525,606	98.7	\$4.64	\$4.81	\$4.84						
SZ LND CLN LIQUID SUN 75 OZ	282,821	38.3	\$2.74	\$2.77	\$2.72	75oz	0%	0%	-1%	38.3	76.3
SZ LND CLN LIQUID SUN 117 OZ	124,183	45.7	\$3.99	\$4.06	\$3.98	No comparable Xtra Size					
SZ LND CLN LIQUID SUN 188 OZ	828,499	82.0	\$5.49	\$6.00	\$5.09	175oz	-4%	-6%	-7%	82.0	83.7
SZ LND CLN LIQUID SUN 250OZ	290,095	49.7	\$8.03	\$8.27	\$7.53	250oz	1%	3%	-5%	49.7	71.3
FOOD LION TOTAL CTA											
BR LND CLN LIQUID SUN	60,022	96.0	\$6.03	\$6.61	\$5.04						
SZ LND CLN LIQUID SUN 117 OZ	17,795	63.0	\$4.69	\$5.04	\$4.57	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 250OZ	16,779	13.0	\$8.78	\$8.89	\$7.29	175oz	3%	3%	-11%	13.0	12.0
KROGER CORPORATE TOTAL CTA (EXCL HT)											
BR LND CLN LIQUID SUN	861,375	87.3	\$3.38	\$3.67	\$2.67						
SZ LND CLN LIQUID SUN 45.4 OZ	9,371	2.3	\$1.97	\$1.99	\$1.90	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 62.5 OZ	285,254	64.3	\$2.21	\$2.49	\$1.86	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 117 OZ	22,798	1.3	\$3.98	\$3.99	\$3.89	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 188 OZ	526,539	60.7	\$5.29	\$5.36	\$5.15	175oz	-2%	-12%	-4%	60.7	4.0
SZ LND CLN LIQUID SUN 250OZ	17,414	-	\$6.98	\$7.00	\$6.75	No comparable Xtra Size				0.0	0.0
STATER BROS. TOTAL CENSUS TRADING AREA											
BR LND CLN LIQUID SUN	98,843	100.0	\$4.35	\$4.61	\$4.95						
SZ LND CLN LIQUID SUN 45.4 OZ	8,938	-	\$1.99	\$1.99	\$0.00	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 117 OZ	6,232	100.0	\$4.19	\$4.49	\$4.02	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 150 OZ	-	-	\$0.00	\$0.00	\$0.00	No comparable Xtra Size					
SZ LND CLN LIQUID SUN 188 OZ	83,673	98.3	\$5.39	\$5.98	\$5.06	175oz	-9%	1%	N/A	98.3	0.0
SUPERVALU TOTAL ENTERPRISE TA											
BR LND CLN LIQUID SUN	12,714	6.0	\$3.10	\$3.46	\$3.30						
SZ LND CLN LIQUID SUN 45.4 OZ	821	1.0	\$2.41	\$2.39	\$2.17	45oz	-16%	-18%	9%	1.0	0.3
SZ LND CLN LIQUID SUN 75 OZ	6,932	2.7	\$2.11	\$2.27	\$2.07	75oz	-11%	-26%	-7%	2.7	0.0
SZ LND CLN LIQUID SUN 117 OZ	1,143	0.7	\$6.67	\$6.74	\$5.01	No comparable Xtra Size				0.0	0.0
TARGET TOTAL CENSUS TRADING AREA											
BR LND CLN LIQUID SUN	110,709	43.7	\$5.71	\$5.93	\$5.13						
SZ LND CLN LIQUID SUN 188 OZ	110,709	43.7	\$5.71	\$5.93	\$5.13	175oz	-7%	-9%	-7%	43.7	10.3
WALGREENS TOTAL CENSUS TRADING AREA											
BR LND CLN LIQUID SUN	153,770	66.7	\$4.06	\$5.78	\$3.25						
SZ LND CLN LIQUID SUN 117 OZ	153,760	66.7	\$4.06	\$5.78	\$3.25	No comparable Xtra Size				0.0	0.0
TOTAL WALMART TTL US CTA											
BR LND CLN LIQUID SUN	2,384,434	67.0	\$4.96	\$5.17	\$4.96						
SZ LND CLN LIQUID SUN 45.4 OZ	123,016	2.7	\$1.98	\$1.98	\$1.88	45oz	0%	0%	5%	2.7	8.7
SZ LND CLN LIQUID SUN 188 OZ	1,595,843	65.0	\$4.99	\$5.35	\$4.97	185oz	-14%	-16%	-9%	65.0	5.0
SZ LND CLN LIQUID SUN 250OZ	665,402	2.3	\$7.92	\$7.93	\$7.55	250oz	-1%	-1%	-3%	2.3	2.3
WINCO TOTAL CENSUS TA											
BR LND CLN LIQUID SUN	283,117	97.3	\$3.71	\$3.95	\$4.02						
SZ LND CLN LIQUID SUN 45.4 OZ	12,186	3.0	\$1.83	\$1.83	\$1.82	75oz	4%	4%	N/A	3.0	3.7
SZ LND CLN LIQUID SUN 117 OZ	106	0.7	\$3.66	\$3.70	\$3.00	No comparable Xtra Size				0.0	0.0
SZ LND CLN LIQUID SUN 188 OZ	270,824	97.3	\$4.06	\$4.56	\$4.03	175oz	-12%	-2%	-13%	97.3	26.3

	SALES UNITS			Everyday (Base) Price per Unit	Any Promo Price per Unit	PPL				Sun %ACV any promo	Xtra %ACV any promo	
	EQU - WASHLOAD	%ACV Any Promo	Avg Price per Unit			Avg PPL	Everyday PPL	Any Promo PPL				
Latest 24 weeks ending 7/12/14						Xtra Comp.	Slope to Xtra	Slope to Xtra	Slope to Xtra			
TOTAL US - XAOC												
BR LND CLN LIQUID SUN	15,199,636	38.2	\$4.39	\$4.68	\$4.12							
SZ LND CLN LIQUID SUN 45.4 OZ	616,260	3.7	\$2.09	\$2.14	\$2.00	45oz	2%	-6%	2%	3.7	13.7	
SZ LND CLN LIQUID SUN 62.5 OZ	546,875	3.8	\$2.27	\$2.54	\$1.98	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 75 OZ	951,074	2.3	\$2.71	\$2.82	\$2.47	75oz	2%	-7%	4%	2.3	0.0	
SZ LND CLN LIQUID SUN 117 OZ	917,875	7.0	\$4.17	\$4.78	\$3.60	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 150 OZ	1,968,383	1.3	\$4.18	\$4.79	\$4.03	144oz	-13%	-8%	-11%	1.3	2.2	
SZ LND CLN LIQUID SUN 188 OZ	7,867,946	27.3	\$5.43	\$5.76	\$5.15	175oz	-11%	-12%	-9%	27.3	0.0	
SZ LND CLN LIQUID SUN 250OZ	2,330,315	1.7	\$7.89	\$7.92	\$7.41	250oz	-1%	-2%	-5%	1.7	4.3	
TOTAL US - FOOD												
BR LND CLN LIQUID SUN	4,453,318	36.0	\$3.89	\$4.14	\$3.66							
SZ LND CLN LIQUID SUN 45.4 OZ	317,840	7.2	\$2.20	\$2.29	\$2.05	45oz	19%	-9%	49%	7.2	2.0	
SZ LND CLN LIQUID SUN 62.5 OZ	546,875	9.3	\$2.27	\$2.54	\$1.98	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 75 OZ	111,359	3.0	\$2.53	\$3.15	\$2.18	75oz	-3%	-1%	-4%	3.0	0.0	
SZ LND CLN LIQUID SUN 117 OZ	277,941	6.2	\$4.62	\$4.89	\$4.24	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 188 OZ	3,111,807	25.8	\$5.43	\$5.76	\$5.22	175oz	-15%	-16%	-9%	25.8	16.7	
SZ LND CLN LIQUID SUN 250OZ	87,487	0.5	\$7.91	\$8.14	\$7.13	250oz	6%	0%	2%	0.5	2.3	
DOLLAR GENERAL TOTAL CENSUS TA												
BR LND CLN LIQUID SUN	2,371,181	98.8	\$3.92	\$4.32	\$3.90							
SZ LND CLN LIQUID SUN 75 OZ	211,569	41.7	\$2.68	\$2.78	\$2.27	75oz	-3%	0%	-17%	41.7	32.8	
SZ LND CLN LIQUID SUN 150 OZ	1,967,535	93.0	\$4.18	\$4.80	\$4.03	144oz	-13%	-7%	-10%	93.0	98.2	
SZ LND CLN LIQUID SUN 250OZ	143,326	7.0	\$7.95	\$7.98	\$7.75	250oz	-1%	-1%	-1%	7.0	34.7	
FAMILY DOLLAR TOTAL CENSUS TRADING AREA												
BR LND CLN LIQUID SUN	3,004,007	99.2	\$4.65	\$4.82	\$4.89							
SZ LND CLN LIQUID SUN 75 OZ	567,424	43.0	\$2.77	\$2.80	\$2.75	75oz	0%	-3%	0%	43.0	87.3	
SZ LND CLN LIQUID SUN 117 OZ	286,265	57.7	\$3.98	\$4.08	\$3.89	No comparable Xtra Size						
SZ LND CLN LIQUID SUN 188 OZ	1,528,069	84.7	\$5.57	\$6.05	\$5.21	175oz	-6%	-7%	-7%	84.7	85.5	
SZ LND CLN LIQUID SUN 250OZ	622,236	64.5	\$7.93	\$8.21	\$7.44	250oz	0%	0%	-6%	64.5	81.0	
FOOD LION TOTAL CTA												
BR LND CLN LIQUID SUN	127,787	93.3	\$5.89	\$6.36	\$4.74							
SZ LND CLN LIQUID SUN 117 OZ	52,045	75.5	\$4.63	\$5.02	\$4.35	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 250OZ	42,288	14.7	\$8.80	\$8.90	\$7.45	175oz	6%	5%	-6%	14.7	44.7	
KROGER CORPORATE TOTAL CTA (EXCL HT)												
BR LND CLN LIQUID SUN	1,689,160	85.7	\$3.47	\$3.76	\$3.10							
SZ LND CLN LIQUID SUN 45.4 OZ	20,657	3.5	\$1.97	\$2.03	\$1.93	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 62.5 OZ	535,609	63.3	\$2.26	\$2.53	\$1.98	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 117 OZ	49,625	2.7	\$3.99	\$4.11	\$3.98	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 188 OZ	1,048,424	68.3	\$5.37	\$5.67	\$5.23	175oz	-4%	-8%	1%	68.3	4.3	
SZ LND CLN LIQUID SUN 250OZ	34,843	1.5	\$7.00	\$7.42	\$7.02	No comparable Xtra Size					0.0	0.0
STATER BROS. TOTAL CENSUS TRADING AREA												
BR LND CLN LIQUID SUN	199,488	100.0	\$4.40	\$4.62	\$5.01							
SZ LND CLN LIQUID SUN 45.4 OZ	18,065	-	\$1.99	\$1.99	\$0.00	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 117 OZ	11,680	66.7	\$4.26	\$4.48	\$4.02	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 188 OZ	169,742	99.2	\$5.45	\$5.98	\$5.09	175oz	-8%	1%	N/A	99.2	0.0	
SUPERVALU TOTAL ENTERPRISE TA												
BR LND CLN LIQUID SUN	25,506	5.5	\$2.91	\$3.23	\$2.71							
SZ LND CLN LIQUID SUN 45.4 OZ	1,368	1.0	\$2.35	\$2.34	\$2.10	45oz	-17%	-19%	10%	1.0	0.7	
SZ LND CLN LIQUID SUN 75 OZ	16,152	3.3	\$2.12	\$2.28	\$2.06	75oz	-11%	-26%	-7%	3.3	0.0	
SZ LND CLN LIQUID SUN 117 OZ	2,347	0.3	\$6.63	\$6.63	\$5.00	No comparable Xtra Size					0.0	0.0
TARGET TOTAL CENSUS TRADING AREA												
BR LND CLN LIQUID SUN	241,660	29.8	\$5.80	\$5.92	\$5.18							
SZ LND CLN LIQUID SUN 188 OZ	241,660	29.8	\$5.80	\$5.92	\$5.18	175oz	-7%	-8%	-7%	29.8	6.7	
WALGREENS TOTAL CENSUS TRADING AREA												
BR LND CLN LIQUID SUN	346,160	68.8	\$3.98	\$5.76	\$3.20							
SZ LND CLN LIQUID SUN 117 OZ	346,114	68.8	\$3.98	\$5.76	\$3.20	No comparable Xtra Size					0.0	0.0
TOTAL WALMART TTL US CTA												
BR LND CLN LIQUID SUN	4,523,919	53.5	\$5.20	\$5.35	\$5.04							
SZ LND CLN LIQUID SUN 45.4 OZ	247,312	2.7	\$1.98	\$1.98	\$1.88	45oz	0%	0%	5%	2.7	8.3	
SZ LND CLN LIQUID SUN 188 OZ	2,862,823	51.0	\$5.34	\$5.62	\$5.05	185oz	-11%	-7%		51.0	5.3	
SZ LND CLN LIQUID SUN 250OZ	1,413,104	2.7	\$7.92	\$7.93	\$7.65	250oz	-1%	-1%	-2%	2.7	2.2	
WINCO TOTAL CENSUS TA												
BR LND CLN LIQUID SUN	515,142	98.7	\$3.96	\$4.13	\$4.15							
SZ LND CLN LIQUID SUN 45.4 OZ	24,038	35.0	\$1.82	\$1.90	\$1.77	75oz	3%	8%	13%	35.0	2.7	
SZ LND CLN LIQUID SUN 117 OZ	6,626	37.7	\$4.03	\$4.48	\$4.02	No comparable Xtra Size					0.0	0.0
SZ LND CLN LIQUID SUN 188 OZ	484,477	95.5	\$4.39	\$4.75	\$4.29	175oz	-7%	-7%	-8%	95.5	62.3	