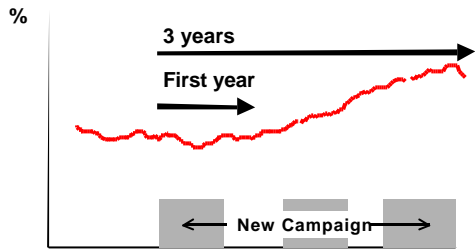




Core product performance measure

EXHIBIT 1

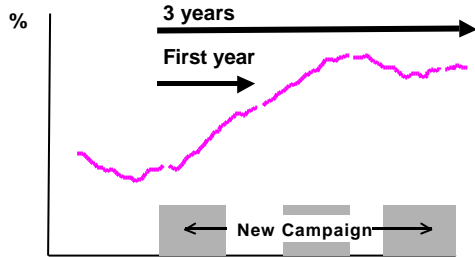


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Advertising Awareness

EXHIBIT 2

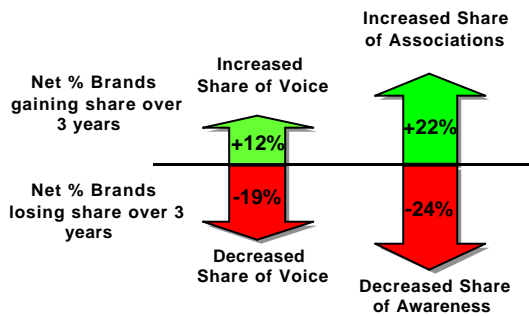


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Proof that Associations matter.

EXHIBIT 5



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BrandDynamics™ Pyramid

