

Program Highlights

- SmartSource Magazine themed issues reach up to 69 million households
- Corresponding SmartSource In-Store media reaches over 197 million adults every four weeks*
- Special themed borders around FSI and in-store ads emphasize participation
- Logo-usage rights associate your brand with highly-recognized national entities
- Opportunity for second in-store placement with the purchase of SmartSource CartsSM, Shelftalk[®], Shelftalk BannerSM, Shelftake One[®], ShowcaseSM and FloortalkSM (production charges apply)
- Value-added co-op in-store advertising announces themed event participation
- Extend your promotion online with a Partnerships Online Premium Package and your coupon will appear across the SmartSource Online Savings Network and reach 2.2 million unique users monthly

*With combined national circulation FSI and in-store program purchases; Simmons

January 3 and 10, 2010: New Year, New You!¹

- Our first issue of the New Year capitalizes on the positive energy everyone feels to eat, look and live better
- Specially designed front-cover banner highlights the start of the New Year
- Includes themed FSI borders, a consumer sweepstakes overlay and brand logo exposure on SmartSource.com
- Themed co-op SmartSource Carts and Floortalk ads display your logo in up to 12,000 and 10,000 stores respectively*
- Dedicated FSI tab features participating brand logos
- Co-op in-store radio spots drive consumers to your brand in up to 4,000 stores over a two-week period surrounding the FSI drop date
- Ability to extend your promotion with a Partnerships Online Premium Package, which circulates your coupon throughout the SmartSource Online Savings Network of over 200 web sites

*New Year,
New You!*

*Co-op Carts ads run in Cycle 1 (January 4– January 31)

January 17, 24, and 31 2010: Super Bowl Savings Spectacular¹

- This issue highlights your promotion and sponsorship of the Super Bowl Savings Spectacular on FSI and in-store promotions
- Super Bowl-themed front-cover banner promotes the online sweepstakes
- Front-of-book placement and themed border around your FSI ad attract consumers preparing for the game
- Themed co-op SmartSource Carts ads to promote your brand's participation in up to 12,000 stores*
- Dedicated FSI tab features participating brand logos
- Co-op in-store radio spots drive consumers to your brand in up to 4,000 stores during a two-week promotion surrounding the FSI drop date
- Advertisers receive regular season tickets (based on availability) and ticket packages to exclusive events in the Miami area



*Co-op Carts ads run in Cycle 1 (January 4– January 31)

January 17, 24, and 31 2010: Big Game Extravaganza¹

- Alternative opportunity to capitalize on the excitement of the football season
- Specially designed logo can be used on FSI ads, in-store programs, POP displays and Price Feature Plus ads
- Features a themed border and strategically grouped placement of Big Game advertisers
- Co-op SmartSource Carts ads promote your brand's participation in the Big Game Extravaganza program in up to 12,000 stores*
- Co-op in-store radio spots drive consumers to your brand in up to 4,000 stores over a two-week period
- Advertisers receive regular season tickets (based on availability) and ticket packages to exclusive events in the Miami area
- Extend your promotion with a Partnerships Online Premium Package, which circulates your coupon throughout the SmartSource Online Savings Network of over 200 web sites



*Co-op Carts ads run in Cycle 1 (January 4– January 31)

February 21, 2010: Heart Smart¹

- This special issue helps raise awareness and educate consumers about cardiovascular disease, the number one killer of men and women in America
- Special front-cover banner highlights the Heart Smart program
- Front-of-book placement and themed border around your FSI ad enhances consumer awareness
- Dedicated FSI tab features participating brand logos
- Co-op SmartSource Carts ads promote your brand's participation in the SmartSource Heart Smart program in up to 12,000 stores*
- Extend your promotion with a Partnerships Online Premium Package and your coupon will appear on the SmartSource Online Savings Network of over 200 web sites



*Co-op Carts ads run in Cycle 2 (February 1– February 28)

March 21, 2010: Easter Seals¹

- This special issue associates your brand with one of America's most-respected causes
- Support over 1 million children and adults with disabilities each year
- Easter Seals themed front-cover banner highlights the charitable promotion
- Front-of-book placement and themed border around your FSI ad enhance consumer awareness
- Advertisers receive Easter Seals logo usage rights for FSI and in-store promotions
- Provides national and local print and TV media exposure during key promotional periods
- Offers participating advertisers high-profile co-marketing opportunities
- Extend your promotion with a Partnerships Online Premium Package and your coupon will appear on the SmartSource Online Savings Network of over 200 web sites



March 28 and April 18, 2010: SmartSource Green, Your Source for Saving Green¹

- Promote your brand's support of earth-friendly products during Earth month
- SmartSource Magazine themed issue reaches up to 69 million households on Sunday, March 28th and April 18th, 2010
- Special front-cover banner highlights the SmartSource Green program
- Front-of-book placement and themed border around your ad enhance consumer awareness
- Dedicated FSI tab features participating brand logos
- Opportunity available for co-op SmartSource Cart ads to promote your brand's participation in the SmartSource Green program in up to 12,000 stores*



*Co-op Cart for 4/11/10 insert to run in Cycle 4, 2010 (March 29- April 25)

*Co-op Cart for 4/18/10 insert to run in Cycle 5, 2010 (April 26- May 23)

May 9 and 16, 2010: Summer Blastoff¹

- Delivers start-of-season promotions to a highly-receptive consumer base before Memorial Day
- Specially designed front-cover banner highlights the start of summer
- Includes FSI borders, a sweepstakes with high-value prizes and logo exposure on SmartSource.com
- Co-op SmartSource Carts and Floortalk ads display your logo in up to 12,000 and 10,000 stores respectively*
- Dedicated FSI tab features participating brand logos
- Co-op in-store radio spots drive consumers to your brand in up to 4,000 stores during a two-week promotion surrounding the FSI drop date
- Ability to extend your promotion with a Partnerships Online Premium Package, which circulates your coupon throughout the SmartSource Online Savings Network of over 200 web sites



*Co-op Carts ads run in Cycle 6 (May 24- June 20)

June 6, 2010: Children's Miracle Network¹

- These cause-related issues of SmartSource Magazine reach the family-oriented consumer
- Participants support up to 12 million hospitalized children across the country
- Front-cover banner showcases the themed promotion
- Front-of-book placement and themed border around your FSI ad enhance consumer awareness
- Advertisers receive Children's Miracle Network logo-usage rights for FSI and in-store promotions
- Opportunity to align your brand with up to 25,000 Children's Miracle Network-sponsored retailers
- Ability to extend your promotion with a Partnerships Online Premium Package, which circulates your coupon throughout the SmartSource Online Savings Network of over 200 web sites
- Brand exposure in Children's Miracle Network corporate communications



June 20, 2010: Easter Seals¹

- This special issue associates your brand with one of America's most-respected causes
- Support over 1 million children and adults with disabilities each year
- Easter Seals themed front-cover banner highlights the charitable promotion
- Front-of-book placement and themed border around your FSI ad enhance consumer awareness
- Advertisers receive Easter Seals logo usage rights for FSI and in-store promotions
- Provides national and local print and TV media exposure during key promotional periods
- Offers participating advertisers high-profile co-marketing opportunities
- Extend your promotion with a Partnerships Online Premium Package and your coupon will appear on the SmartSource Online Savings Network of over 200 web sites



August 8 and 22, 2010: Back to School, Back to Savings¹

- Advertisers reach up to 69 million households preparing to send their children back to school
- High-value consumer sweepstakes is featured in the FSI on SmartSource.com
- Front-cover banner highlights the back to school season
- Themed Back-to-School border around your ad enhances consumer awareness
- Co-op SmartSource Carts and Floortalk ads feature participating brand logos in up to 12,000 and 10,000 stores respectively*
- Co-op in-store radio spots drive consumers to your brand in up to 4,000 stores during a two-week promotion
- Extend your promotion with a Partnerships Online Premium Package and your coupon will appear on the SmartSource Online Savings Network of over 200 web sites



*Co-op Carts ads run in Cycle 9 (August 16- September 12)

September 12, 2010: Diabetes Smart¹

- Advertisers reach up to 69 million Americans who are increasingly aware of diabetes
- Specially front-cover banner highlights the Diabetes Smart theme
- Front-of-book placement and themed border around your FSI ad enhance consumer awareness
- Opportunity available for co-op SmartSource Carts ads to promote your brand's participation in the Diabetes Smart program in up to 12,000 stores*
- Dedicated FSI tab features participating brand logos
- Extend your promotion online with a Partnerships Online Premium Package and your coupon will appear across the SmartSource Online Savings Network of over 200 web sites



*Co-op Carts ads run in Cycle 10 (September 13- October 10)

October 3, 2010: SmartSource Pink¹

- Promote your brand's support of the fight against breast cancer at a time when Americans are focused on raising awareness about this wide-spread disease
- Special front-cover banner highlights the SmartSource Pink program
- Front-of-book placement and themed border around your ad enhance consumer awareness
- Dedicated FSI tab features participating brand logos
- Opportunity available for co-op SmartSource Carts ads to promote your brand's participation in the SmartSource Pink program in up to 12,000 stores*
- Co-op in-store radio spots drive consumers to your brand in up to 4,000 stores over a two-week period



*Co-op Carts ads run in Cycle 11 (October 11– November 7)

November 7, 2010: Children's Miracle Network¹

- These cause-related issues of SmartSource Magazine reach the family-oriented consumer
- Participants support up to 12 million hospitalized children across the country
- Front-cover banner showcases the themed promotion
- Front-of-book placement and themed border around your FSI ad enhance consumer awareness
- Advertisers receive Children's Miracle Network logo-usage rights for FSI and in-store promotions
- Opportunity to align your brand with up to 25,000 Children's Miracle Network-sponsored retailers
- Ability to extend your promotion with a Partnerships Online Premium Package, which circulates your coupon throughout the SmartSource Online Savings Network of over 200 web sites
- Brand exposure in Children's Miracle Network corporate communications



¹Subject to change