

– More on Advertising Tracking –

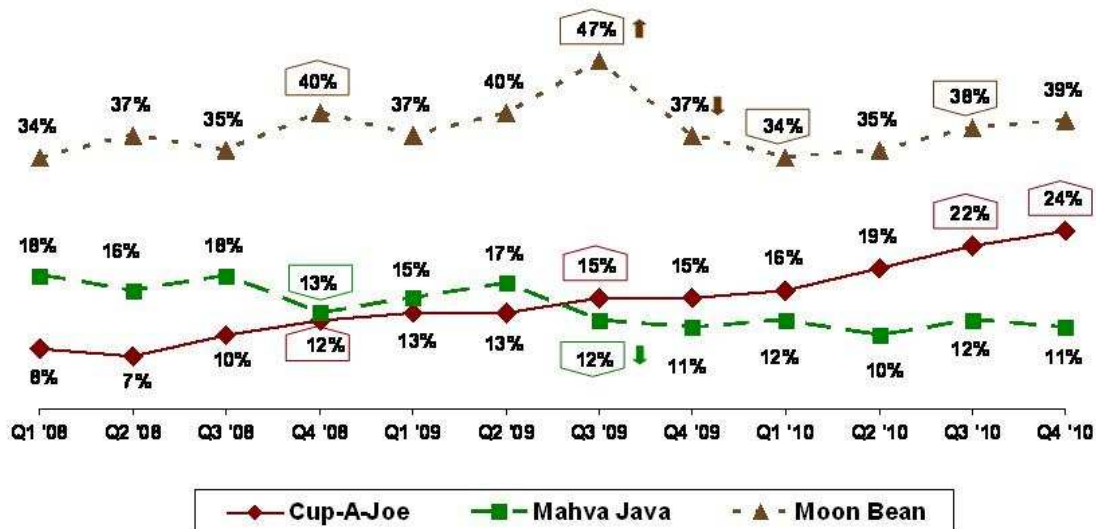
This type of research is used to monitor the impact of ever-changing market conditions and competitive responses. Comprehensive and complete marketing metrics are included to assess not only advertising awareness, message recall, and intended brand/category usage, but also shifts in brand image and perceptions that can be used to refine existing brand communications.

In presenting advertising tracking results, key performance indicators are displayed graphically in an easy-to-understand format. Research findings are focused on topics that best target your information needs.

Since advertising does not operate in a vacuum, we look at your entire marketing mix and advertising messages, the competitive environment, and overall market conditions in our analysis of advertising impact.

Total Unaided Ad Awareness

Advertising Tracking Study
Q4 2010



Base: Total Respondents (600)

NOTE: Fictional brands and data.



↑ ↓ Significantly higher/lower than previous quarter, at the 95% confidence level.
 ◻ ◻ Significantly higher/lower than same quarter previous year, at the 95% confidence level



Track & Trend Report Card

Past 4 Quarters

Advertising Tracking Study
Q4 2010



	Cup-A-Joe				Mahva Java				Moon Bean			
	Q1 '10	Q2 '10	Q3 '10	Q4 '10	Q1 '10	Q2 '10	Q3 '10	Q4 '10	Q1 '10	Q2 '10	Q3 '10	Q4 '10
Unaided Brand Awareness	16%	19%	22%	24%	34%	35%	38%	39%	12%	10%	12%	11%
Total Brand Awareness	52%	57%	62%	61%	89%	88%	88%	83%	50%	49%	50%	46%
Brand Preference	7%	9%	9%	11%	32%	33%	28%	29%	14%	13%	14%	12%
Top Box Customer Satisfaction	17%	19%	24%	16%	22%	24%	26%	17%	32%	31%	40%	23%
Market Share	15%	20%	18%	19%	33%	38%	44%	40%	21%	20%	21%	15%

Average score on a scale of 1 to 10 expressing how the customer feels in regard to the listed attribute with respect to Cup-A-Joe:

	Cup-A-Joe			
	Q1 '10	Q2 '10	Q3 '10	Q4 '10
Name I Can Trust	7.0	7.4	7.3	7.4
Highest Quality Ingredients	6.8	7.0	6.9	7.1
Large Variety of Flavors and Brews	6.9	7.2	7.2	7.3
Friendly Personnel	7.0	7.1	7.3	7.2



Significantly higher/lower than previous quarter, at the 95% confidence level.

Significantly higher/lower than same quarter previous year, at the 95% confidence level

NOTE: Fictional brands and data.

[Page 2 of 2]