

Business Snapshots - Dollar Sales Childrens Nutritionals										
Total US MULO	LW		L4		L12		YTD		L52	
	Current	% Chg YA	Current	% Chg YA	Current	% Chg YA	Current	% Chg YA	Current	% Chg YA
CHILDRENS MULTIVITAMINS	\$3,546,663	-2.8%	\$15,064,205	-2.2%	\$48,104,803	-2.7%	\$94,170,771	-4.8%	\$210,487,748	-5.4%
FLINTSTONES-CHILDRENS MULTIVITAMINS	\$1,368,578	-6.6%	\$5,682,502	-1.1%	\$18,744,786	-6.1%	\$37,709,512	-7.0%	\$85,278,492	-6.6%
FLINTSTONES COMPLETE	\$1,011,050	-3.1%	\$4,155,285	-1.8%	\$13,379,615	-4.2%	\$26,525,783	-4.7%	\$59,873,555	-6.6%
FLINTSTONES IMMUNITY SUPPORT	\$188,896	-19.6%	\$818,538	-16.5%	\$2,996,125	-10.9%	\$6,488,740	-11.6%	\$14,673,447	-8.4%
FLINTSTONES PLUS IRON	\$118,183	3.7%	\$484,180	3.5%	\$1,538,601	2.5%	\$2,963,052	3.3%	\$6,649,287	4.7%
FLINTSTONES TODDLER	\$46,041	-2.5%	\$192,595	-2.8%	\$630,238	-13.0%	\$1,263,976	-16.8%	\$2,748,735	-21.0%
FLINTSTONES DINO EGGS	\$4,361	-82.8%	\$31,804	-69.9%	\$200,091	-55.8%	\$467,831	-51.1%	\$1,331,518	0.8%
FLINTSTONES ALL OTHER	\$48	-59.8%	\$101	-71.1%	\$116	-88.7%	\$129	-94.2%	\$1,616	-89.3%
LIL CRITTERS-CHILDRENS MULTIVITAMINS	\$699,141	16.8%	\$2,882,947	10.6%	\$8,265,178	1.5%	\$14,851,828	-9.0%	\$30,549,543	-19.5%
LIL CRITTERS GUMMY VITES	\$583,238	1.2%	\$2,406,365	-3.7%	\$7,172,231	-6.7%	\$13,536,727	-12.2%	\$28,800,463	-20.0%
LIL CRITTERS GUMMY VITES PLUS	\$120	-99.5%	\$764	-99.3%	\$3,567	-99.2%	\$12,039	-98.7%	\$285,311	-85.3%
LIL CRITTERS ALL OTHER	\$699,141	16.8%	\$2,882,947	10.6%	\$8,265,178	1.5%	\$14,851,828	-9.0%	\$30,549,543	-19.5%
DISNEY-CHILDRENS MULTIVITAMINS	\$532,056	-26.6%	\$2,371,180	-23.8%	\$8,299,730	-14.8%	\$17,257,767	-10.7%	\$40,317,292	-5.4%
DISNEY CARS	\$8,682	-91.0%	\$53,032	-87.4%	\$460,282	-66.2%	\$1,435,408	-46.8%	\$4,183,362	-37.5%
DISNEY FROZEN	\$123,490	-11.4%	\$543,913	-7.6%	\$1,732,449	-0.5%	\$3,459,667	6.7%	\$8,408,659	66.1%
DISNEY MARVEL	\$98,959	-8.0%	\$439,903	-9.9%	\$1,292,686	-8.6%	\$2,340,733	-13.1%	\$5,342,649	-8.0%
DISNEY MICKEY MOUSE	\$4,623	-85.6%	\$19,474	-85.8%	\$204,663	-53.2%	\$594,280	-30.0%	\$1,568,638	-23.6%
DISNEY MONSTERS UNIVERSITY	\$4,435	-86.8%	\$26,280	-83.5%	\$138,391	-76.1%	\$397,699	-71.4%	\$1,251,279	-64.3%
DISNEY PHINEAS & FERB	\$13	-99.3%	\$51	-99.5%	\$276	-99.4%	\$1,852	-98.4%	\$30,034	-95.4%
DISNEY PRINCESS	\$162,775	-16.9%	\$709,156	-17.9%	\$2,264,114	-21.4%	\$4,326,067	-27.1%	\$9,809,389	-32.9%
DISNEY STAR WARS	\$113,978	25.7%	\$505,408	55.6%	\$1,877,647	104.2%	\$4,002,760	114.4%	\$7,991,716	169.4%
DISNEY ALL OTHER	\$15,102	-46.5%	\$73,963	-37.4%	\$329,223	-10.9%	\$699,302	30.3%	\$1,731,566	38.1%
PRIVATE LABEL	\$530,920	10.4%	\$2,232,403	7.5%	\$7,145,016	5.6%	\$13,991,667	5.1%	\$31,637,729	5.1%
CENTRUM KIDS	\$16,494	-59.9%	\$94,823	-50.2%	\$323,073	-51.7%	\$717,759	-50.1%	\$2,002,071	-45.2%
YUMMI BEARS	\$19,576	13.0%	\$78,746	13.4%	\$255,001	10.0%	\$476,553	-0.6%	\$995,769	-2.3%
ALIVE	\$26,999	-15.8%	\$119,172	-18.2%	\$405,147	-13.9%	\$852,484	-7.3%	\$1,969,141	-1.5%
KRAZY KRITTER	\$8,126	0.0%	\$29,273	-21.5%	\$97,559	-17.4%	\$168,166	-18.7%	\$441,454	-11.5%
SPONGEBOB SQUAREPANTS	\$58,761	-25.9%	\$293,492	-14.1%	\$1,028,756	3.2%	\$1,973,226	-7.7%	\$4,536,666	-6.5%
SMARTYPANTS	\$51,796	263.2%	\$208,389	238.9%	\$520,881	187.9%	\$819,782	153.7%	\$1,449,305	123.1%
TEENAGE MUTANT NINJA TURTLES	\$56,612	-22.1%	\$232,266	-25.4%	\$777,360	-19.0%	\$1,483,748	-12.9%	\$3,767,851	-0.4%
NATURE MADE	\$15,891	-60.5%	\$74,730	-51.5%	\$283,575	-25.4%	\$578,206	-29.0%	\$1,455,297	17.5%
OLLY KIDS	\$63,179	112.2%	\$328,240	168.9%	\$812,495	316.6%	\$1,386,336	610.8%	\$2,544,773	1204.7%
CHILDRENS MULTIVITAMINS-CHEWABLE	\$677,734	0.5%	\$2,846,554	1.8%	\$9,033,616	-1.4%	\$17,596,108	-3.9%	\$39,392,122	-5.0%
FLINTSTONES-CHEWABLE	\$546,553	2.2%	\$2,258,608	3.6%	\$7,197,172	0.9%	\$13,976,290	-1.1%	\$31,100,442	-1.8%
DISNEY-CHEWABLE	\$0	-100.0%	\$10	-93.1%	\$248	-90.7%	\$1,165	-78.8%	\$6,472	-52.1%
PRIVATE LABEL-CHEWABLE	\$106,146	-0.1%	\$463,572	-2.0%	\$1,430,573	-8.6%	\$2,792,678	-14.0%	\$6,371,792	-17.1%
CHILDRENS MULTIVITAMINS-GUMMY	\$2,840,473	-2.2%	\$12,047,046	-2.0%	\$38,415,900	-1.8%	\$75,249,458	-3.8%	\$167,507,418	-4.9%
FLINTSTONES-GUMMY	\$817,664	-9.7%	\$3,392,090	-8.3%	\$11,347,524	-8.6%	\$23,265,390	-8.6%	\$52,846,532	-9.4%
DISNEY-GUMMY	\$532,056	-26.6%	\$2,371,170	-23.8%	\$8,299,482	-14.8%	\$17,256,601	-10.7%	\$40,310,820	-5.4%
PRIVATE LABEL-GUMMY	\$424,444	13.6%	\$1,766,457	10.5%	\$5,703,043	10.0%	\$11,170,650	11.4%	\$25,196,727	12.7%
CHILDRENS SUPPLEMENTS	\$460,228	3.6%	\$2,058,459	4.9%	\$6,455,111	0.0%	\$12,366,513	-4.7%	\$26,958,175	-2.6%
FLINTSTONES-CHILDRENS SUPPLEMENTS	\$30	-99.7%	\$80	-99.9%	\$280	-99.9%	\$3,783	-99.2%	\$96,667	-94.2%
FLINTSTONES HEALTHY BONE SUPPORT	\$15	-98.2%	\$15	-99.8%	\$86	-99.7%	\$266	-99.7%	\$7,869	-98.2%
FLINTSTONES HEALTHY BRAIN SUPPORT	\$15	-99.8%	\$65	-99.8%	\$194	-99.9%	\$3,517	-99.2%	\$88,798	-92.8%
LIL CRITTERS	\$140,890	-19.0%	\$645,460	-12.8%	\$1,988,775	-18.0%	\$3,771,604	-18.7%	\$8,861,943	-18.0%
NATURES WAY	\$10,945	1.9%	\$47,031	-5.8%	\$163,961	-1.9%	\$333,856	-2.0%	\$725,363	5.5%
RENEW LIFE	\$34,247	-1.4%	\$159,021	2.8%	\$499,323	-8.1%	\$976,344	-5.8%	\$2,143,069	-1.0%
TUMMY CALM	\$7,808	-25.9%	\$28,725	-33.8%	\$93,846	-38.7%	\$174,669	-40.7%	\$436,000	-34.7%
DISNEY	\$2,005	-65.9%	\$8,936	-70.5%	\$41,148	-63.4%	\$104,027	-63.6%	\$278,688	-70.4%
ZARBEES NATURALS	\$112,517	95.8%	\$468,896	65.9%	\$1,558,125	41.0%	\$3,024,588	15.7%	\$5,891,918	32.6%
PRIVATE LABEL	\$18,521	-21.3%	\$86,991	-18.3%	\$288,416	-13.8%	\$575,564	-13.0%	\$1,365,169	-8.6%
FLORAJEN	\$16,091	-13.7%	\$75,956	-0.2%	\$257,936	17.8%	\$499,706	21.2%	\$1,016,659	34.2%
SAMBUCOL	\$6,736	19.5%	\$29,629	14.9%	\$114,408	9.2%	\$267,074	-2.8%	\$556,826	-1.1%
NATURE MADE	\$23,652	-49.4%	\$107,628	-38.6%	\$366,366	-3.8%	\$731,361	8.1%	\$1,894,389	111.2%
CHILDRENS LETTER VITAMINS	\$141,125	-21.2%	\$620,972	-18.6%	\$2,323,973	-11.6%	\$5,218,156	-11.0%	\$12,062,723	-8.0%
INFANT	\$931,103	-1.5%	\$3,841,861	-1.5%	\$12,119,999	-1.1%	\$23,477,217	1.7%	\$54,048,348	4.6%
ENFAMIL	\$310,176	-20.8%	\$1,296,139	-20.4%	\$4,086,172	-20.1%	\$8,042,220	-18.8%	\$19,596,907	-18.0%
LITTLE TUMMYS	\$69,228	-26.4%	\$281,689	-25.2%	\$1,090,957	-11.2%	\$2,336,470	-0.2%	\$5,339,080	-3.5%
WELLEMENTS	\$48,622	-6.6%	\$208,927	-1.1%	\$663,725	-8.6%	\$1,242,304	-6.9%	\$2,929,304	-2.2%
ZARBEES NATURALS	\$92,607	138.3%	\$375,837	116.8%	\$962,523	68.7%	\$1,608,976	49.5%	\$3,146,504	101.2%
COLIC CALM	\$40,535	-23.3%	\$158,763	-23.9%	\$475,409	-25.9%	\$913,992	-23.2%	\$2,328,784	-19.1%