

John

NCH SUMMARY PAGE
FOR
ROBIN HOOD MULTIFOODS INC.

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

SANFACE
Software
Group

MARKETER NUMBER: 092

2004 11 10 9 5 0 314 3 0

<http://www.sanface.com>

<mailto:sanface@sanface.com>



TOTAL FEDERAL GST ACTIVE: 0.00

TOTAL FEDERAL GST OLD: 0.00

TOTAL FEDERAL GST: 0.00

TOTAL PROVINCIAL GST ACTIVE: 0.00

TOTAL PROVINCIAL GST OLD: 0.00

TOTAL PROVINCIAL GST: 0.00

TOTAL GST: 0.00

TOTAL OFFERS FORECAST: 32

TOTAL NF GST ACTIVE: 0.00

TOTAL NF GST OLD: 0.00

TOTAL PE GST ACTIVE: 0.00

TOTAL PE GST OLD: 0.00

TOTAL NS GST ACTIVE: 0.00

TOTAL NS GST OLD: 0.00

TOTAL NB GST ACTIVE: 0.00

TOTAL NB GST OLD: 0.00

TOTAL PQ GST ACTIVE: 0.00

TOTAL PQ GST OLD: 0.00

TOTAL ON GST ACTIVE: 0.00

TOTAL ON GST OLD: 0.00

TOTAL MB GST ACTIVE: 0.00

TOTAL MB GST OLD: 0.00

TOTAL SK GST ACTIVE: 0.00

TOTAL SK GST OLD: 0.00

TOTAL AB GST ACTIVE: 0.00

TOTAL AB GST OLD: 0.00

NCH PROMOTIONAL SERVICES LTD.
FOR
ROBIN HOOD MULTIFOODS INC.

DATE: JUL 27/1999

CLIENT BRAND INDEX

NCH CONTACT: JOHANNE PRIMEAU

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Group

2004 11 10 9 5 0 314 3 0

DESCRIPTION

FLAKY PIE CRUST MIX CURRENT FISCAL
FLAKY PIE CRUST MIX PREVIOUS ACT
FLAKY PIE CRUST MIX ACTIVE
FLAKY PIE CRUST MIX OLD
FLAKY PIE CRUST MIX
FROZEN PIE CRUST CURRENT FISCAL
FROZEN PIE CRUST PREVIOUS ACT
FROZEN PIE CRUST ACTIVE
FROZEN PIE CRUST OLD
FROZEN PIE CRUST
EASY BISK MIX OLD
EASY BISK MIX
ANGEL FOOD CAKE MIX CURRENT FISCAL
ANGEL FOOD CAKE MIX PREVIOUS ACT
ANGEL FOOD CAKE MIX ACTIVE
ANGEL FOOD CAKE MIX OLD
ANGEL FOOD CAKE MIX
PUDDING CAKE MIX OLD
PUDDING CAKE MIX
CONSUMER CAKE MIXES CURRENT FISCAL
CONSUMER CAKE MIXES PREVIOUS ACT
CONSUMER CAKE MIXES ACTIVE
CONSUMER CAKE MIXES OLD
CONSUMER CAKE MIXES
OBSOLETE MIXES OLD
CONSUMER MIXES
GRAHAM PIES OLD
BAKING CHOCOLATE OLD
BREAD & ROLL MIX CURRENT FISCAL
BREAD & ROLL MIX PREVIOUS OFFERS
BREAD & ROLL MIX ACTIVE
BREAD & ROLL MIX OLD
BREAD & ROLL MIX
NEW PRODUCTS
CEREAL PRODUCTS CURRENT FISCAL
CEREAL PRODUCTS PREVIOUS ACTIVE
CEREAL PRODUCTS ACTIVE
CEREAL PRODUCTS OLD
CEREAL PRODUCTS
PANCAKE MIX OLD
RH ALL PURPOSE CURRENT FISCAL
RH ALL PURPOSE PREVIOUS ACTIVE
RH ALL PURPOSE ACTIVE



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NCH PROMOTIONAL SERVICES LTD.
FOR
ROBIN HOOD MULTIFOODS INC.

DATE: JUL 27/1999

CLIENT BRAND INDEX

NCH CONTACT: JOHANNE PRIMEAU

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Group

2004 11 10 9 5 0 314 3 0

DESCRIPTION

WHOLE WHEAT PREVIOUS ACTIVE
WHOLE WHEAT ACTIVE
R.H. FLOUR ACTIVE
R.H. FLOUR OLD
R.H. FLOUR
COUPONS PAID
EXPIRED
NOT APPROVED
ROBIN HOOD MULTIFOODS INC.



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DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

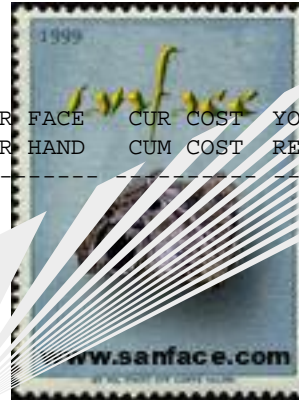
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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL FLAKY PIE CRUST MIX CURRENT FISCAL

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Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|--------------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| TOTAL | | | | * | * | | | * | |



* THIS BRAND TOTAL DOES NOT YET
* CONTAIN ANY ACTIVE OFFERS
*

J* FLAKY FLOUR COUPON BAG (0934838) FV : 0.25 LAUNCH DATE: MAY/1982 MONTHS VALID: 205 GST: NO
0921015 RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED:207 MEDIA: IPS
MEDIA CODE: 103

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|--------------|
| NFLD. | | | | * | * | | | * | |
| MARITIMES | | | | * | * | | | * | |
| QUEBEC | | | | * | * | | | * | |
| ONTARIO | | | | * | * | | | * | |
| PRAIRIES | | 1 | | * | * | | | * | |
| B.C. | | | | * | * | | | * | |
| TOTAL | | 1 | | * | * | | | * | |

FISCAL
 MAR/1999-FEB/2000
 ACT FCST TOTAL
 --- ----
 RED% .0 .0 .0 12.6
 RED\$.0 .0 .0 92.4
 FORECAST REMAINING LIABILITY 0.0
 FORECAST LIABILITY VS
 YOUR BUDGET \$ -4.2
 FORECAST LIABILITY EXCEEDS YOUR
 BUDGET BAL.

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 2

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

FY84 FLAKY-FLOUR COUPON BAG

FV : 0.25 LAUNCH DATE: JUN/1983 MONTHS VALID: 193 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED:194 MEDIA: IPX
MEDIA CODE: 323

0934938
SANFACE
Software
Group

2004 11 10 8 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|--------------------------------|----------------------------------|-------|
| | | | | * | * | | | * | | |
| | | | | | | | | | FISCAL | |
| NFLD. | | | | * 11,775* | 89.6 | | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * 13.1* | | | 4,402 | * | ACT FCST TOTAL | FCST |
| MARITIMES | | | | * 13,927* | 178.6 | | | * | --- | ---- |
| | | | | * 7.8* | | | 5,236 | * | | |
| QUEBEC | | | | * 58,977* | 469.0 | | | * RED% | .0 .0 .0 | 8.2 |
| | | | | * 12.6* | | | 22,126 | * | | |
| ONTARIO | 1 | | | * 34,794* | 577.8 | .25 | .42 | * RED\$ | .0 .0 .0 | 63.0 |
| | | | | * 6.0* | | .10 | 13,074 | * | | |
| PRAIRIES | | | | * 39,642* | 513.8 | | | * FORECAST REMAINING LIABILITY | | 0.0 |
| | | | | * 7.7* | | | 14,903 | * | | |
| B.C. | | | | * 8,678* | 224.8 | | | * FORECAST LIABILITY VS | | |
| | | | | * 3.9* | | | 3,271 | * YOUR BUDGET \$ | | 35.5 |
| | | | | * * | | | | * | | |
| TOTAL | 1 | | | * 167,793* | 2053.6 | .25 | .42 | 98500* | FORECAST LIABILITY IS UNDER YOUR | |
| | | | | * 8.2* | 12.8 | .10 | 63,012 | 35488* | BUDGET BAL. | |

R.H. FLAKY PIE CRUST MIX
0950327

FV : 0.25 LAUNCH DATE: MAR/1988 MONTHS VALID: 137 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED:137 MEDIA: MISC
MEDIA CODE: 997

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|--------------------------------|---------------------------------|-------|
| | | | | * | * | | | * | | |
| | | | | | | | | | FISCAL | |
| NFLD. | | | | * 190* | 205.3 | | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * .1* | | | 76 | * | ACT FCST TOTAL | FCST |
| MARITIMES | | | | * 1,048* | 615.9 | | | * | --- | ---- |
| | | | | * .2* | | | 423 | * | | |
| QUEBEC | | | | * 2,055* | 205.4 | | | * RED% | .0 .0 .0 | .3 |
| | | | | * 1.0* | | | 827 | * | | |
| ONTARIO | 6 | | | * 1,119* | 205.4 | | 451 | * RED\$ | .0 .0 .0 | 2.4 |
| | | | | * .5* | | | | * | | |
| PRAIRIES | | | | * 1,146* | 616.2 | | 460 | * FORECAST REMAINING LIABILITY | | 0.1 |
| | | | | * .2* | | | | * | | |
| B.C. | | | | * 235* | 205.4 | | | * FORECAST LIABILITY VS | | |
| | 6 | | | * .1* | | | 95 | * YOUR BUDGET \$ | | -0.1 |
| | | | | * * | | | | * | | |
| TOTAL | 6 | | | * 5,793* | 2053.6 | | | 2318* | FORECAST LIABILITY EXCEEDS YOUR | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 3

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL FLAKY PIE CRUST MIX PREVIOUS ACT

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Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST |
|---|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|--------------------------------|----------------|
| -----* | | | | | | | | | |
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | | | | * 42,051* | 314.9 | | | * | |
| | | | | * 13.4* | | | 15,303 | * | |
| MARITIMES | | | | * 35,960* | 1054.5 | | | * | |
| | | | | * 3.4* | | | 13,316 | * | |
| QUEBEC | | | | * 149,641* | 1214.4 | | | * | |
| | | | | * 12.3* | | | 55,204 | * | |
| ONTARIO | 6 | | | 1 * 79,738* | 1323.2 | .25 | .42 | * RED% | .0 .0 .0 7.0 |
| | | | | * 6.0* | | .10 | 29,655 | * RED\$ | .0 .0 .0 157.8 |
| PRAIRIES | | 1 | | * 95,020* | 1630.0 | | | * FORECAST REMAINING LIABILITY | 0.1 |
| | | | | * 5.8* | | | 35,546 | * | |
| B.C. | | | | * 23,548* | 570.2 | | | * YOUR BUDGET \$ FOR | |
| | | | | * 4.1* | | | 8,713 | * FORECAST OFFERS | 189.0 |
| | | | | * * | | | | * | |
| TOTAL | 6 | 1 | 1 | * 425,958* | 6107.2 | .25 | .42 | 189007* FORECAST LIABILITY VS | |
| | | | | * 7.0* | | .10 | 157,737 | 31270* YOUR BUDGET \$ | 31.2 |
| -----* | | | | | | | | | |
| * FORECAST IS TOTAL FOR EACH FORECAST- | | | | | | | | | |
| * ABLE OFFER INCLUDED IN THIS BRAND/ | | | | | | | | | |
| * CATEGORY. TOTALS WILL NOT BE COMPLETE | | | | | | | | | |
| * IF OFFER OR BUDGET DATA HAS NOT BEEN | | | | | | | | | |
| * PROVIDED FOR EVERY OFFER. | | | | | | | | | |

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

SANFACE
Software
MARKET
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1999

FACE CUR COST YO
R HAND CUM COST RE

15,303

13,316

www.sanface.com

55,204

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 5

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL FLAKY PIE CRUST MIX OLD

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE *EXP RED % | DIST(000) * * * * * | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS REM BUDGET* | NCH FORECAST | |
|--------------------------|----------|----------|----------|---------------------------------|------------------------|----------------------|----------------------|---------------------------|---------------------------------------|-------|
| 2004 11 10 9 5 0 314 3 0 | | | | | | | | | | |
| NFLD. | | | | * 685* | 10.0 | | | * | FISCAL | |
| | | | | * 6.9* | | | 306 | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | | | | * 5,696* | 30.0 | | | * | ACT FCST TOTAL | FCST |
| | | | | * 19.0* | | | 2,537 | * | --- | ---- |
| QUEBEC | | | | * 6* | 10.0 | | | * | RED\$.0 .0 .0 | 3.3 |
| | | | | * .1* | | | 2 | * | | |
| ONTARIO | | | | * 1,036* | 10.0 | | | * | FORECAST REMAINING LIABILITY | 0.0 |
| | | | | * 10.4* | | | 463 | * | | |
| PRAIRIES | | | | * 14* | 30.0 | | | * | YOUR BUDGET \$ FOR | |
| | | | | * * | | | 6 | * | FORECAST OFFERS | 1.1 |
| B.C. | | | | * 3* | 10.0 | | | * | | |
| | | | | * * | | | 1 | * | FORECAST LIABILITY VS | |
| | | | | * * | | | | * | YOUR BUDGET \$ | -2.2 |
| TOTAL | | | | * 7,440* | 100.0 | | | 1072* | | |
| | | | | * 7.4* | | | 3,315 | -2243* | FORECAST IS TOTAL FOR EACH FORECAST- | |
| | | | | | | | | | ABLE OFFER INCLUDED IN THIS BRAND/ | |
| | | | | | | | | | CATEGORY. TOTALS WILL NOT BE COMPLETE | |
| | | | | | | | | | IF OFFER OR BUDGET DATA HAS NOT BEEN | |
| | | | | | | | | | PROVIDED FOR EVERY OFFER. | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 6

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL FLAKY PIE CRUST MIX

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|-----------------------------|--------------|
| ----- | | | | | | | | | |
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | | | | * | 42,736* | 324.9 | | * | |
| | | | | * | 13.2* | | 15,609 | * | |
| MARITIMES | | | | * | 41,656* | 1084.5 | | * | |
| | | | | * | 3.8* | | 15,853 | * | |
| QUEBEC | | | | * | 149,647* | 1224.4 | | * | |
| | | | | * | 12.2* | | 55,206 | * | |
| ONTARIO | 6 | | | 1 * | 80,774* | 1333.2 | .25 .42 | | |
| | | | | * | 6.1* | | .10 30,118 | | |
| PRAIRIES | | 1 | | * | 95,034* | 1660.0 | | | |
| | | | | * | 5.7* | | 35,552 | | |
| B.C. | | | | * | 23,551* | 580.2 | | | |
| | | | | * | 4.1* | | 8,714 | | |
| | | | | * | * | | | | |
| TOTAL | 6 | 1 | 1 | * | 433,398* | 6207.2 | .25 .42 | 190079* | |
| | | | | * | 7.0* | | .10 161,052 | 29027* | |

FISCAL
 MAR/1999-FEB/2000
 ACT FCST TOTAL
 --- ----
 RED\$.0 .0 .0 161.1
 FORECAST REMAINING LIABILITY 0.1
 YOUR BUDGET \$ FOR
 FORECAST OFFERS 190.1
 FORECAST LIABILITY VS
 YOUR BUDGET \$ 29.0

FORECAST IS TOTAL FOR EACH FORECAST-
 ABLE OFFER INCLUDED IN THIS BRAND/
 CATEGORY. TOTALS WILL NOT BE COMPLETE
 IF OFFER OR BUDGET DATA HAS NOT BEEN
 PROVIDED FOR EVERY OFFER.

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL FROZEN PIE CRUST CURRENT FISCAL

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Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* |
|--------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|----------------------------|
| 2004 | 11 | 10 | 9 | 5 | 0 | 314 | 3 | 0 |
| TOTAL | | | | * | * | * | * | * |

NCH FORECAST

FISCAL
MAR/1999-FEB/2000

* THIS BRAND TOTAL DOES NOT YET
* CONTAIN ANY ACTIVE OFFERS
*



TOTAL FROZEN PIE CRUST PREVIOUS ACT

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* |
|--------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|----------------------------|
| TOTAL | | | | * | * | * | * | * |

NCH FORECAST

FISCAL
MAR/1999-FEB/2000

* THIS BRAND TOTAL DOES NOT YET
* CONTAIN ANY ACTIVE OFFERS
*

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

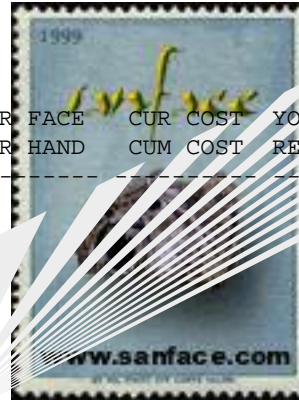
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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL FROZEN PIE CRUST ACTIVE

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Software
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| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | * TO DATE | RED.#/% | DIST(000) | *EXP RED % | CUR FACE | CUR COST | YOUR BDGT\$ |
|--------|----------|----------|----------|-----------|---------|-----------|------------|----------|----------|-------------|
| | | | | | | | | CUR HAND | CUM COST | REM BUDGET* |
| 2004 | 11 | 10 | 9 | 5 | 0 | 314 | 3 | 0 | | |
| TOTAL | | | | | | | | | | |



NCH FORECAST

FISCAL
MAR/1999-FEB/2000

* THIS BRAND TOTAL DOES NOT YET
* CONTAIN ANY ACTIVE OFFERS
*

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL FROZEN PIE CRUST OLD

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|----------------------------|--------------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | | | | * | 129* | 45.0 | | * | |
| | | | | * | .3* | | 98 | * | |
| MARITIMES | | | | * | 674* | 135.0 | | * | |
| | | | | * | .5* | | 507 | * | |
| QUEBEC | | | | * | 123* | 45.0 | | * | |
| | | | | * | .3* | | 98 | * | |
| ONTARIO | | | | * | 27,443* | 200.2 | | * | |
| | | | | * | 13.7* | | 21,266 | * | |
| PRAIRIES | | | | * | 19,378* | 750.6 | | * | |
| | | | | * | 2.6* | | 14,485 | * | |
| B.C. | | | | * | 10,192* | 250.2 | | * | |
| | | | | * | 4.1* | | 7,362 | * | |
| | | | | * | * | | | * | |
| TOTAL | | | | * | 57,939* | 1426.0 | | 81124* | |
| | | | | * | 4.1* | | 43,806 | 37318* | |

FISCAL
MAR/1999-FEB/2000
ACT FCST TOTAL
--- ----
* RED\$.0 .0 .0 43.8
* FORECAST REMAINING LIABILITY 0.0
* YOUR BUDGET \$ FOR
* FORECAST OFFERS 81.1
* FORECAST LIABILITY VS
* YOUR BUDGET \$ 37.3
* FORECAST IS TOTAL FOR EACH FORECAST-
* ABLE OFFER INCLUDED IN THIS BRAND/
* CATEGORY. TOTALS WILL NOT BE COMPLETE
* IF OFFER OR BUDGET DATA HAS NOT BEEN
* PROVIDED FOR EVERY OFFER.

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 10

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL FROZEN PIE CRUST

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE *EXP RED % | DIST(000) RED % | CUR FACE HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|-------------------------------|--------------------|---------------------|----------------------|-----------------------------|--------------|
| | | | | | | | | | |
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | | | | * | 129* | 45.0 | | * | |
| | | | | * | .3* | | 98 | * | |
| MARITIMES | | | | * | 674* | 135.0 | | * | |
| | | | | * | .5* | | 507 | * | |
| QUEBEC | | | | * | 123* | 45.0 | | * | |
| | | | | * | .3* | | 98 | * | |
| ONTARIO | | | | * | 27,443* | 200.2 | | * | |
| | | | | * | 13.7* | | 21,266 | * | |
| PRAIRIES | | | | * | 19,378* | 750.6 | | * | |
| | | | | * | 2.6* | | 14,485 | * | |
| B.C. | | | | * | 10,192* | 250.2 | | * | |
| | | | | * | 4.1* | | 7,362 | * | |
| | | | | * | * | | | * | |
| TOTAL | | | | * | 57,939* | 1426.0 | | 81124* | |
| | | | | * | 4.1* | | 43,806 | 37318* | |

FISCAL

MAR/1999-FEB/2000

| | | | |
|-----|------|-------|-------|
| ACT | FCST | TOTAL | FINAL |
| --- | ---- | ----- | ---- |

* RED\$.0 .0 .0 43.8

* FORECAST REMAINING LIABILITY 0.0

* YOUR BUDGET \$ FOR

* FORECAST OFFERS 81.1

* FORECAST LIABILITY VS

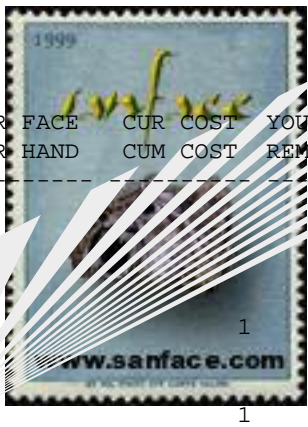
* YOUR BUDGET \$ 37.3

* FORECAST IS TOTAL FOR EACH FORECAST-
* ABLE OFFER INCLUDED IN THIS BRAND/
* CATEGORY. TOTALS WILL NOT BE COMPLETE
* IF OFFER OR BUDGET DATA HAS NOT BEEN
* PROVIDED FOR EVERY OFFER.

TOTAL EASY BISK MIX OLD

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE *EXP RED % | DIST(000) * * * * * | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH | FORECAST | |
|--------------------------|----------|----------|----------|---------------------------------|------------------------|----------------------|----------------------|----------------------------|---------------------------------------|----------|----------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | | | |
| ONTARIO | | | | * | 1* | | | * | | | |
| | | | | * | * | | | * | | | |
| PRAIRIES | | | | * | 2* | | | * | | | |
| | | | | * | * | | | * | | | |
| | | | | * | * | | | * | | | |
| TOTAL | | | | * | 3* | | | * | RED\$ | .0 | .0 .0 .0 |
| | | | | * | * | | | * | | | |
| | | | | | | | | * | FORECAST REMAINING LIABILITY | | 0.0 |
| | | | | | | | | * | | | |
| | | | | | | | | * | YOUR BUDGET \$ FOR | | |
| | | | | | | | | * | FORECAST OFFERS | | 0.0 |
| | | | | | | | | * | | | |
| | | | | | | | | * | | | |
| | | | | | | | | * | FORECAST IS TOTAL FOR EACH FORECAST- | | |
| | | | | | | | | * | ABLE OFFER INCLUDED IN THIS BRAND/ | | |
| | | | | | | | | * | CATEGORY. TOTALS WILL NOT BE COMPLETE | | |
| | | | | | | | | * | IF OFFER OR BUDGET DATA HAS NOT BEEN | | |
| | | | | | | | | * | PROVIDED FOR EVERY OFFER. | | |



TOTAL EASY BISK MIX

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE *EXP RED % | DIST(000) * * * * * | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH | FORECAST | |
|----------|----------|----------|----------|---------------------------------|------------------------|----------------------|----------------------|----------------------------|--------------------------------------|----------|----------|
| | | | | * | * | | | * | | | |
| ONTARIO | | | | * | 1* | | | * | | | |
| | | | | * | * | | | * | | | |
| PRAIRIES | | | | * | 2* | | | * | | | |
| | | | | * | * | | | * | | | |
| | | | | * | * | | 1 | * | | | |
| | | | | * | * | | | * | | | |
| TOTAL | | | | * | 3* | | | * | RED\$ | .0 | .0 .0 .0 |
| | | | | * | * | | | * | | | |
| | | | | | | | | * | FORECAST REMAINING LIABILITY | | 0.0 |
| | | | | | | | 1 | * | | | |
| | | | | | | | | * | | | |
| | | | | | | | | * | YOUR BUDGET \$ FOR | | |
| | | | | | | | | * | FORECAST OFFERS | | 0.0 |
| | | | | | | | | * | | | |
| | | | | | | | | * | | | |
| | | | | | | | | * | FORECAST IS TOTAL FOR EACH FORECAST- | | |
| | | | | | | | | * | ABLE OFFER INCLUDED IN THIS BRAND/ | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 12

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

RH ANGEL FOOD CAKE

FV : 0.50 LAUNCH DATE: APR/1999 MONTHS VALID: 3 GST: NO
RHA: .1025 EXPIRY DATE: DEC/1999 MONTHS ELAPSED: 4 MEDIA: FSI
MEDIA CODE: 602

09241770
SANFACE
Software
Group

2004-11-10 8:50:314.3.0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|------------------------------------|-------------------|-----------------|
| | | | | * | * | | | * | FISCAL | |
| | | | | * | * | | | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 43 | 26 | 29 | * | 98* | 14.50 | 19.26 | * | ACT | FCST TOTAL FCST |
| | | | | * | * | 2.97 | 65 | * | --- | ---- |
| QUEBEC | | 6 | 8 | * | 14* | 4.00 | 5.35 | * | | |
| | | | | * | * | .84 | 9 | * | | |
| ONTARIO | 586 | 2,232 | 1,462 | * | 4,280* | 731.00 | 973.21 | * RED% | .4 | .5 .9 .9 |
| | | | | * | * | 151.28 | 2,848 | * | | |
| PRAIRIES | 855 | 4,494 | 1,442 | * | 6,791* | 721.00 | 960.25 | * RED\$ | 8.9 | 12.1 21.0 22.3 |
| | | | | * | * | 149.55 | 4,519 | * | | |
| B.C. | 401 | 1,211 | 618 | * | 2,230* | 309.00 | 412.06 | * FORECAST REMAINING LIABILITY | | 13.4 |
| | | | | * | * | 64.62 | 1,486 | * | | |
| | | | | * | * | | | * FORECAST LIABILITY VS | | |
| TOTAL | 1,885 | 7,969 | 3,559 | * | 13,413* | 1779.50 | 2370.13 | * YOUR BUDGET \$ | | 1.1 |
| | .1 | .2 | .1 | * | .4* | 369.26 | 8,927 | 14473* | | |
| | | | | | | | | * FORECAST LIABILITY IS UNDER YOUR | | |
| | | | | | | | | * BUDGET BAL. | | |

RH ANGEL FOOD \$0.50 OFF
09241914

FV : 0.50 LAUNCH DATE: APR/1999 MONTHS VALID: GST: NO
RHA: .1025 EXPIRY DATE: DEC/1999 MONTHS ELAPSED: 4 MEDIA: RIA-I
MEDIA CODE: 531

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|--------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|------------------------------------|-------------------|-----------------|
| | | | | * | * | | | * | FISCAL | |
| | | | | * | * | | | * | MAR/1999-FEB/2000 | FINAL |
| TOTAL | | | | * | * | | | 16* | ACT | FCST TOTAL FCST |
| | | | | * | * | | | 16* | --- | ---- |
| | | | | * | * | | | * | | |
| | | | | * | * | | | * RED% | .0 | .9 .9 1.0 |
| | | | | * | * | | | * | | |
| | | | | * | * | | | * RED\$ | .0 | .0 .0 .0 |
| | | | | * | * | | | * | | |
| | | | | * | * | | | * FORECAST REMAINING LIABILITY | | 0.0 |
| | | | | * | * | | | * FORECAST LIABILITY VS | | |
| | | | | * | * | | | * YOUR BUDGET \$ | | 0.0 |
| | | | | * | * | | | * FORECAST LIABILITY BASED ON YOUR | | |

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL ANGEL FOOD CAKE MIX CURRENT FISCAL

SANFACE
Software
MARKET M
Group

2004 11 10 9 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% | DIST(000) | CUR | FACE | CUR COST | YOUR BDTG\$ | NCH | FORECAST |
|--------------------------|----------|----------|----------|---------|------------|--------|---------|----------|-------------|---------------------------------------|--------------------|
| | | | | TO DATE | *EXP RED % | CUR | HAND | CUM COST | REM BUDGET* | | |
| 0004 11 10 9 5 0 314 3 0 | | | | * | * | | | | * | | |
| MARITIMES | 43 | 26 | 29 | * | 98* | | 14.50 | 19.26 | * | | |
| | | | | * | * | | 2.97 | 65 | * | | |
| QUEBEC | | 6 | 8 | * | 14* | | 4.00 | 5.35 | * | | |
| | | | | * | * | | .84 | 9 | * | | |
| ONTARIO | 586 | 2,232 | 1,462 | * | 4,280* | | 731.00 | 973.21 | * | RED% | .4 .5 .9 .9 |
| | | | | * | * | | 151.28 | 2,848 | * | | |
| PRAIRIES | 855 | 4,494 | 1,442 | * | 6,791* | | 721.00 | 960.25 | * | RED\$ | 8.9 12.1 21.0 22.3 |
| | | | | * | * | | 149.55 | 4,519 | * | | |
| B.C. | 401 | 1,211 | 618 | * | 2,230* | | 309.00 | 412.06 | * | FORECAST REMAINING LIABILITY | 13.4 |
| | | | | * | * | | 64.62 | 1,486 | * | | |
| | | | | * | * | | | | * | YOUR BUDGET \$ FOR | |
| TOTAL | 1,885 | 7,969 | 3,559 | * | 13,413* | 3602.5 | 1779.50 | 2370.13 | 23416* | FORECAST OFFERS | 23.4 |
| | .1 | .2 | .1 | * | .4* | | 369.26 | 8,927 | 14489* | | |
| | | | | * | | | | | * | | |
| | | | | * | | | | | * | | |
| | | | | * | | | | | * | FORECAST IS TOTAL FOR EACH FORECAST- | |
| | | | | * | | | | | * | ABLE OFFER INCLUDED IN THIS BRAND/ | |
| | | | | * | | | | | * | CATEGORY. TOTALS WILL NOT BE COMPLETE | |
| | | | | * | | | | | * | IF OFFER OR BUDGET DATA HAS NOT BEEN | |
| | | | | * | | | | | * | PROVIDED FOR EVERY OFFER. | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 14

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

RH ANGEL FOOD CAKE MIX

FV : 0.50 LAUNCH DATE: APR/1996 MONTHS VALID: 39 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 40 MEDIA: MISC
MEDIA CODE: 997

99232307
SANFACE
Software
Group

2004-11-10 9:50:314.30

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|--------------------------------------|-------------------|-------|
| | | | | * | * | | | * | | |
| | | | | * | * | | | * | FISCAL | |
| NFLD. | | | | * | * | 1.0 | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | * | | | * | ACT FCST TOTAL | FCST |
| MARITIMES | | | | * | * | 3.0 | | * | --- | ---- |
| | | | | * | * | | | * | | |
| QUEBEC | | | | * | * | 1.0 | | * RED% | .0 .0 .0 | .7 |
| | | | | * | * | | | * | | |
| ONTARIO | | | | * | 59* | 1.0 | | * RED\$ | .0 .0 .0 | .0 |
| | | | | * | 5.9* | | 39 | * | | |
| PRAIRIES | | | | * | 10* | 3.0 | | * FORECAST REMAINING LIABILITY | | 0.0 |
| | | | | * | .3* | | 7 | * | | |
| B.C. | | | | * | 2* | 1.0 | | * FORECAST LIABILITY VS | | |
| | | | | * | .2* | | 1 | * YOUR BUDGET \$ | | 0.1 |
| | | | | * | * | | | * | | |
| TOTAL | | | | * | 71* | 10.0 | | 56* FORECAST LIABILITY IS UNDER YOUR | | |
| | | | | * | .7* | 93.7 | 47 | 9* BUDGET BAL. | | |

ROBIN HOOD ANGEL CAKE MIX NP
09241956

FV : 0.50 LAUNCH DATE: SEP/1997 MONTHS VALID: 22 GST: NO
RHA: .1025 EXPIRY DATE: DEC/1998 MONTHS ELAPSED: 23 MEDIA: NO PROF
MEDIA CODE: 995

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|---------------------------------|-------------------|-------|
| | | | | * | * | | | * | | |
| | | | | * | * | | | * | FISCAL | |
| NFLD. | | | | * | 319* | | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | * | | 212 | * | ACT FCST TOTAL | FCST |
| MARITIMES | 1 | 4 | | * | 2,794* | | | * | --- | ---- |
| | | | | * | * | | 1,858 | * | | |
| QUEBEC | 7 | 3 | 3 | * | 3,555* | 1.50 | 2.00 | * RED% | .0 .0 .0 | .0 |
| | | | | * | * | .31 | 2,366 | * | | |
| ONTARIO | 22 | 18 | 1 | * | 6,812* | .50 | .66 | * RED\$ | .5 .2 .7 | 18.9 |
| | | | | * | * | .10 | 4,531 | * | | |
| PRAIRIES | 21 | 22 | 4 | * | 9,777* | 2.00 | 2.69 | * FORECAST REMAINING LIABILITY | | 0.8 |
| | | | | * | * | .42 | 6,506 | * | | |
| B.C. | 4 | 5 | 67 | * | 3,974* | 33.50 | 44.53 | * COMPARISON TO YOUR BUDGET NOT | | |
| | 18 | | | * | * | 6.87 | 2,647 | * AVAILABLE BECAUSE BUDGET | | |
| | | | | * | * | | | * INFORMATION WAS NOT PROVIDED | | |
| TOTAL | 55 | 52 | 75 | * | 27,231* | 37.50 | 49.88 | * | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 15

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

ROBIN HOOD ANGEL FOOD MIX NP

FV : 1.00 LAUNCH DATE: MAY/1998 MONTHS VALID: 14 GST: NO
RHA: .1025 EXPIRY DATE: DEC/1998 MONTHS ELAPSED: 15 MEDIA: NO PROF
MEDIA CODE: 994

09241796
SANFACE
Software
Group

2004-11-10 9 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH | FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|-----|-------------------------------|-------|
| | | | | * | * | | | * | | | |
| | | | | * | * | | | * | | | |
| NFLD. | | | | * | 1* | | | * | | FISCAL | |
| | | | | * | * | | | * | | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | | | | * | 19* | | | * | | ACT | FCST |
| | | | | * | * | | | * | | --- | TOTAL |
| QUEBEC | | | | * | 6* | | | * | | RED% | .0 |
| | | | | * | * | | | * | | .0 | .0 |
| ONTARIO | 1 | | | * | 3,133* | | | * | | RED\$ | .4 |
| | | | | * | * | | | * | | .6 | 1.0 |
| PRAIRIES | 9 | 6 | 3 | * | 2,164* | 3.00 | 3,650 | * | | FORECAST REMAINING LIABILITY | 1.2 |
| | | | | * | * | .31 | 2,522 | * | | | |
| B.C. | 6 | 18 | | * | 1,205* | | | * | | COMPARISON TO YOUR BUDGET NOT | |
| | | | | * | * | | | * | | AVAILABLE BECAUSE BUDGET | |
| | | | | * | * | | 1,404 | * | | INFORMATION WAS NOT PROVIDED | |
| TOTAL | 16 | 24 | 3 | * | 6,528* | 3.00 | 3.50 | * | | | |
| | | | | * | * | .31 | 7,606 | * | | | |

RH ANGLE FOOD CAKE MIX NP
09241611

FV : 0.50 LAUNCH DATE: JUL/1998 MONTHS VALID: 12 GST: NO
RHA: .1025 EXPIRY DATE: DEC/1998 MONTHS ELAPSED: 13 MEDIA: NO PROF
MEDIA CODE: 994

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH | FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|-----|-------------------------------|-------|
| | | | | * | * | | | * | | | |
| | | | | * | * | | | * | | | |
| MARITIMES | | | | * | 3* | | | * | | FISCAL | |
| | | | | * | * | | | * | | MAR/1999-FEB/2000 | FINAL |
| ONTARIO | | | | * | 1* | | | * | | ACT | FCST |
| | | | | * | * | | | * | | --- | TOTAL |
| | | | | * | * | | 1 | * | | | |
| TOTAL | | | | * | 4* | | | * | | RED% | .0 |
| | | | | * | * | | | * | | .0 | .0 |
| | | | | * | * | | 3 | * | | RED\$ | .0 |
| | | | | * | * | | | * | | .0 | .0 |
| | | | | * | * | | | * | | FORECAST REMAINING LIABILITY | 0.0 |
| | | | | * | * | | | * | | | |
| | | | | * | * | | | * | | COMPARISON TO YOUR BUDGET NOT | |
| | | | | * | * | | | * | | AVAILABLE BECAUSE BUDGET | |
| | | | | * | * | | | * | | INFORMATION WAS NOT PROVIDED | |
| | | | | * | * | | | * | | | |

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL ANGEL FOOD CAKE MIX PREVIOUS ACT

SANFACE
Software
MARKET
Group

2004 11 10 9 5 0 314 3 0

NFLD.

MARITIMES

QUEBEC

ONTARIO

PRAIRIES

B.C.

TOTAL

| RED.#/% | DIST.(000) | CUR FACE | CUR COST | YOUR BDGT\$ |
|---------|------------|----------|----------|-------------|
| TO DATE | *EXP RED % | CUR HAND | CUM COST | REM BUDGET* |
| * | | | | * |
| 320* | 1.0 | | | * |
| 32.0* | | | 213 | * |
| 2,816* | 3.0 | | | * |
| 93.9* | | | 1,882 | * |
| 3,561* | 1.0 | 1.50 | 2.00 | * |
| 356.1* | | .31 | 2,373 | * |
| 10,005* | 1.0 | .50 | .66 | * |
| 1000.5* | | .10 | 8,221 | * |
| 11,951* | 3.0 | 5.00 | 6.19 | * |
| 398.4* | | .73 | 9,035 | * |
| 5,181* | 1.0 | 33.50 | 44.53 | * |
| 518.1* | | 6.87 | 4,052 | * |
| * | | | | * |
| 33,834* | 10.0 | 40.50 | 53.38 | 56* |
| 338.3* | | 8.01 | 25,776 | -25720* |

NCH FORECAST

FISCAL

MAR/1999-FEB/2000

| | | |
|-----|------|-------|
| ACT | FCST | TOTAL |
|-----|------|-------|

| | | | | |
|------|------|-----|------|------|
| RED% | 11.4 | 8.8 | 20.2 | 99.9 |
|------|------|-----|------|------|

| | | | | |
|-------|----|----|-----|------|
| RED\$ | .9 | .8 | 1.7 | 27.7 |
|-------|----|----|-----|------|

| | |
|------------------------------|-----|
| FORECAST REMAINING LIABILITY | 2.0 |
|------------------------------|-----|

YOUR BUDGET \$ FOR

FORECAST OFFERS 0.1

* FORECAST IS TOTAL FOR EACH FORECAST-
* ABLE OFFER INCLUDED IN THIS BRAND/
* CATEGORY. TOTALS WILL NOT BE COMPLETE
* IF OFFER OR BUDGET DATA HAS NOT BEEN
* PROVIDED FOR EVERY OFFER.

PAGE: 17

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL ANGEL FOOD CAKE MIX ACTIVE

SANFACE
Software
MARKET
Group

2004 11 10 9 5 0 314 3 0

NFLD.

MARITIMES

QUEBEC

ONTARIO

PRAIRIES

B.C.

TOTAL

| RED.#/% TO DATE | DIST(000) *EXP RED % | CUR CUR | FACE HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* |
|--------------------|-------------------------|------------|--------------|----------------------|----------------------------|
| * | | | | | * |
| 320* | 1.0 | | | | * |
| 32.0* | | | | 213 | * |
| 2,914* | 3.0 | | 14.50 | 19.26 | * |
| 97.1* | | | 2.97 | 1,947 | * |
| 3,575* | 1.0 | | 5.50 | 7.35 | * |
| 357.5* | | | 1.15 | 2,382 | * |
| 14,285* | 1.0 | | 731.50 | 973.87 | * |
| 1428.5* | | | 151.38 | 11,069 | * |
| 18,742* | 3.0 | | 726.00 | 966.44 | * |
| 624.7* | | | 150.28 | 13,554 | * |
| 7,411* | 1.0 | | 342.50 | 456.59 | * |
| 741.1* | | | 71.49 | 5,538 | * |
| * | | | | | * |
| 47,247* | 3612.5 | | 1820.00 | 2423.51 | 23472* |
| 1.3* | | | 377.27 | 34,703 | -11231* |

NCH FORECAST

FISCAL

MAR/1999-FEB/2000

| | | |
|-----|------|-------|
| ACT | FCST | TOTAL |
|-----|------|-------|

— — — — —

| | | | | |
|------|----|----|----|-----|
| RED% | .4 | .5 | .9 | 1.9 |
|------|----|----|----|-----|

| | | | | |
|-------|-----|------|------|------|
| RED\$ | 9.8 | 12.9 | 22.7 | 50.0 |
|-------|-----|------|------|------|

FORECAST REMAINING LIABILITY 15.4

YOUR BUDGET \$ FOR

| | |
|-----------------|------|
| FORECAST OFFERS | 23.5 |
|-----------------|------|

FORECAST LIABILITY VS

YOUR BUDGET \$ -26.5

* FORECAST IS TOTAL FOR EACH FORECAST-
* ABLE OFFER INCLUDED IN THIS BRAND/
* CATEGORY. TOTALS WILL NOT BE COMPLETE
* IF OFFER OR BUDGET DATA HAS NOT BEEN
* PROVIDED FOR EVERY OFFER.

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 18

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL ANGEL FOOD CAKE MIX OLD

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|----------------------------|--------------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | | | | * | 49* | | | * | |
| MARITIMES | | | | * | 242* | | | * | |
| QUEBEC | | | | * | 221* | | | * | |
| ONTARIO | | | | * | 13,625* | 1513.7 | | * | |
| PRAIRIES | | | | * | 99,878* | 1833.0 | | * | |
| B.C. | | | | * | 31,222* | 611.0 | | * | |
| TOTAL | | | | * | 145,237* | 5144.6 | | * | |
| | | | | * | 2.8* | | | * | |
| | | | | | | | 107,629 | 17605* | |

| FISCAL | | | | |
|------------------------------|------|-------|-------|-------|
| MAR/1999-FEB/2000 | | | | |
| ACT | FCST | TOTAL | FINAL | FCST |
| --- | ---- | ----- | ---- | ---- |
| RED\$ | .0 | .0 | .0 | 107.7 |
| FORECAST REMAINING LIABILITY | | | | 0.0 |
| YOUR BUDGET \$ FOR | | | | |
| FORECAST OFFERS | | | | 125.2 |
| FORECAST LIABILITY VS | | | | |
| YOUR BUDGET \$ | | | | 17.6 |

FORECAST IS TOTAL FOR EACH FORECAST-
ABLE OFFER INCLUDED IN THIS BRAND/
CATEGORY. TOTALS WILL NOT BE COMPLETE
IF OFFER OR BUDGET DATA HAS NOT BEEN
PROVIDED FOR EVERY OFFER.

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 19

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL ANGEL FOOD CAKE MIX

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR CUR | FACE HAND | CUR COST CUM COST | YOUR BGDTS REM BUDGET* | NCH FORECAST | |
|--------------------------|----------|----------|----------|----------------------|-------------------------|------------|--------------|----------------------|---------------------------|---------------------------------------|-------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | | | | |
| NFLD. | | | | * | 369* | | | | * | FISCAL | |
| | | | | * | 36.9* | | | | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 44 | 30 | 29 | * | 3,156* | | 14.50 | 19.26 | * | ACT | FCST |
| | 1.5 | 1.0 | 1.0 | * | 105.2* | | 2.97 | 2,107 | * | --- | ---- |
| QUEBEC | 7 | 9 | 11 | * | 3,796* | | 5.50 | 7.35 | * | RED\$ | 9.8 |
| | .7 | .9 | 1.1 | * | 379.6* | | 1.15 | 2,529 | * | 12.9 | 22.7 |
| ONTARIO | 609 | 2,250 | 1,463 | * | 27,910* | 1514.7 | 731.50 | 973.87 | * | FORECAST REMAINING LIABILITY | 15.4 |
| | | .1 | .1 | * | 1.8* | | 151.38 | 19,997 | * | | |
| PRAIRIES | 885 | 4,522 | 1,449 | * | 118,620* | 1836.0 | 726.00 | 966.44 | * | YOUR BUDGET \$ FOR | |
| | | .2 | .1 | * | 6.5* | | 150.28 | 88,709 | * | FORECAST OFFERS | 148.7 |
| B.C. | 411 | 1,234 | 685 | * | 38,633* | 612.0 | 342.50 | 456.59 | * | | |
| | .1 | .2 | .1 | * | 6.3* | | 71.49 | 28,741 | * | FORECAST LIABILITY VS | |
| | | | | * | * | | | | * | YOUR BUDGET \$ | -8.9 |
| TOTAL | 1,956 | 8,045 | 3,637 | * | 192,484* | 8757.1 | 1820.00 | 2423.51 | 148706* | FORECAST IS TOTAL FOR EACH FORECAST- | |
| | | .1 | | * | 2.2* | | 377.27 | 142,332 | 6374* | ABLE OFFER INCLUDED IN THIS BRAND/ | |
| | | | | | | | | | | CATEGORY. TOTALS WILL NOT BE COMPLETE | |
| | | | | | | | | | | IF OFFER OR BUDGET DATA HAS NOT BEEN | |
| | | | | | | | | | | PROVIDED FOR EVERY OFFER. | |

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL PUDDING CAKE MIX OLD

SANFACE
Software
MARKET M
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 |
|--------|----------|----------|----------|
| 2004 | 11 | 10 | 9 |
| 5 | 0 | 31 | 4 |
| 3 | 0 | | |

QUEBEC

ONTARIO

PRAIRIES

TOTAL

| RED.#/% | DIST(000) | CUR FACE | CUR COST | YOUR BDGT\$ |
|---------|------------|----------|----------|-------------|
| TO DATE | *EXP RED % | CUR HAND | CUM COST | REM BUDGET* |
| * | * | * | * | * |
| 6* | * | * | * | * |
| 1* | * | * | * | * |
| 1* | * | * | * | * |
| 8* | * | * | * | * |

NCH FORECAST

FISCAL

MAR/1999-FEB/2000

| | | |
|-----|-------|-------|
| ACT | FCST | TOTAL |
| --- | ----- | ----- |

| | | | | |
|--------------------------------|----|----|----|-----|
| * RED\$ | .0 | .0 | .0 | .0 |
| * FORECAST REMAINING LIABILITY | | | | 0.0 |
| * YOUR BUDGET \$ FOR | | | | |
| * FORECAST OFFERS | | | | 0.0 |

* FORECAST IS TOTAL FOR EACH FORECAST-
* ABLE OFFER INCLUDED IN THIS BRAND/
* CATEGORY. TOTALS WILL NOT BE COMPLETE
* IF OFFER OR BUDGET DATA HAS NOT BEEN
* PROVIDED FOR EVERY OFFER.

TOTAL PUDDING CAKE MIX

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* |
|----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|
| QUEBEC | | | | * | 6* | | 2 | * |
| ONTARIO | | | | * | 1* | | | * |
| PRAIRIES | | | | * | 1* | | 1 | * |
| TOTAL | | | | * | 8* | | 3 | * |

NCH FORECAST

FISCAL

MAR/1999-FEB/2000

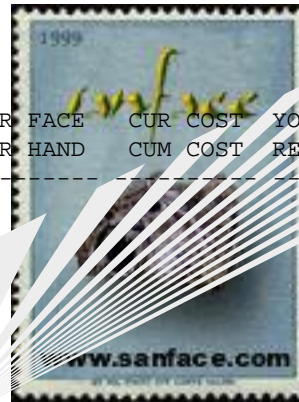
| | | |
|------|-------|-------|
| ACT | FCST | TOTAL |
| ---- | ----- | ----- |

| | | | | |
|------------------------------|----|----|----|-----|
| RED\$ | .0 | .0 | .0 | .0 |
| FORECAST REMAINING LIABILITY | | | | 0.0 |
| YOUR BUDGET \$ FOR | | | | |
| FORECAST OFFERS | | | | 0.0 |

* FORECAST IS TOTAL FOR EACH FORECAST-
* ABLE OFFER INCLUDED IN THIS BRAND/

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

* THIS BRAND TOTAL DOES NOT YET
* CONTAIN ANY ACTIVE OFFERS
*



| NCH | | FORECAST | |
|----------------------------|------|----------|-------|
| ----- | | | |
| FISCAL | | | |
| MAR/1999-FEB/2000 | | | FINAL |
| ACT | FCST | TOTAL | FCST |
| --- | ---- | ----- | ---- |
| .0 | .0 | .0 | .0 |
| .0 | .0 | .0 | .2 |
| AST REMAINING LIABILITY | | | 0.0 |
| AST LIABILITY VS | | | |
| BUDGET \$ | | | -0.1 |
| AST LIABILITY EXCEEDS YOUR | | | |
| T BAL. | | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 22

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

FV : 2.00 LAUNCH DATE: JUN/1996 MONTHS VALID: 37 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 38 MEDIA: MISC
MEDIA CODE: 997

DESSERT BARS

09232310

SANFACE
Software
Group

2004 11 10 8 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | FISCAL | FINAL |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|-------------------|--------|-------|
| | | | | | | | | | MAR/1999-FEB/2000 | FCST | |
| | | | | | | | | | ACT | FCST | TOTAL |
| NFLD. | | | | * | 5* | | 11 | | | | |
| MARITIMES | | | | * | 6* | | 13 | | | | |
| QUEBEC | | | | * | 5* | | 11 | | | | |
| ONTARIO | | | | * | 42* | | 91 | | | | |
| PRAIRIES | | | | * | 203* | | 441 | | | | |
| B.C. | | | | * | 88* | | 191 | | | | |
| TOTAL | | | | * | 349* | | 758 | | | | |

1000* FORECAST LIABILITY IS UNDER YOUR
242* BUDGET BAL.

RH LOW FAT MUFFIN MIX
09232323

FV : 0.75 LAUNCH DATE: AUG/1996 MONTHS VALID: 35 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 36 MEDIA: MISC
MEDIA CODE: 997

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | FISCAL | FINAL |
|---------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|-------------------|--------|-------|
| | | | | | | | | | MAR/1999-FEB/2000 | FCST | |
| | | | | | | | | | ACT | FCST | TOTAL |
| ONTARIO | | | | * | 4* | | 4 | | | | |
| TOTAL | | | | * | 4* | | 4 | | | | |

1000*
996* RED% .0 .0 .0 .0
* RED\$.0 .0 .0 .0
* FORECAST REMAINING LIABILITY 0.0
* FORECAST LIABILITY VS
* YOUR BUDGET \$ 1.0
* FORECAST LIABILITY IS UNDER YOUR

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 23

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

KIT POUR MAISON DE PAIN NP

FV : 1.50 LAUNCH DATE: SEP/1997 MONTHS VALID: 22 GST: NO
RHA: .1025 EXPIRY DATE: DEC/1998 MONTHS ELAPSED: 23 MEDIA: NO PROF
MEDIA CODE: 995

09241920

SANFACE
Software
Group

2004-11-10 8:50:314.30

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|---------------------------------|-------------------|-----------|
| | | | | * | * | | | * | | |
| | | | | * | | | | * | FISCAL | |
| NFLD. | | | | * | 50* | | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | | | 83 | * | ACT FCST TOTAL | FCST |
| MARITIMES | | 1 | | * | 290* | | | * | --- | ---- |
| | | | | * | | | 483 | * | | |
| QUEBEC | 6 | | 2 | * | 1,211* | 3.00 | 3.31 | * RED% | .0 | .0 .0 .0 |
| | | | | * | | .20 | 2,016 | * | | |
| ONTARIO | 7 | 10 | | * | 1,512* | | | * RED\$ | .5 | .2 .7 9.9 |
| | | | | * | | | 2,517 | * | | |
| PRAIRIES | 20 | 4 | 13 | * | 1,525* | 19.50 | 21.64 | * FORECAST REMAINING LIABILITY | | 0.8 |
| | | | | * | | 1.33 | 2,539 | * | | |
| B.C. | 4 | | 1 | * | 899* | 1.50 | 1.66 | * COMPARISON TO YOUR BUDGET NOT | | |
| | | | | * | | .10 | 1,497 | * AVAILABLE BECAUSE BUDGET | | |
| | | | | * | | | | * INFORMATION WAS NOT PROVIDED | | |
| TOTAL | 37 | 15 | 16 | * | 5,487* | 24.00 | 26.61 | * | | |
| | | | | * | | 1.63 | 9,135 | * | | |

ROBIN HOOD LOW FAT MUFFINS NP
09241943

FV : 0.50 LAUNCH DATE: SEP/1997 MONTHS VALID: 22 GST: NO
RHA: .1025 EXPIRY DATE: DEC/1998 MONTHS ELAPSED: 23 MEDIA: NO PROF
MEDIA CODE: 995

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|---------------------------------|-------------------|------------|
| | | | | * | * | | | * | | |
| | | | | * | | | | * | FISCAL | |
| NFLD. | | | | * | 278* | | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | | | 185 | * | ACT FCST TOTAL | FCST |
| MARITIMES | 1 | 4 | | * | 2,687* | | | * | --- | ---- |
| | | | | * | | | 1,787 | * | | |
| QUEBEC | 4 | | 2 | * | 3,887* | 1.00 | 1.34 | * RED% | .0 | .0 .0 .0 |
| | | | | * | | .21 | 2,589 | * | | |
| ONTARIO | 15 | 6 | | * | 6,943* | | | * RED\$ | .3 | .1 .4 12.9 |
| | | | | * | | | 4,617 | * | | |
| PRAIRIES | 3 | 4 | 3 | * | 3,304* | 1.50 | 2.01 | * FORECAST REMAINING LIABILITY | | 0.5 |
| | | | | * | | .31 | 2,198 | * | | |
| B.C. | 4 | 1 | 59 | * | 1,565* | 29.50 | 39.22 | * COMPARISON TO YOUR BUDGET NOT | | |
| | 27 | | | * | | 6.04 | 1,042 | * AVAILABLE BECAUSE BUDGET | | |
| | | | | * | | | | * INFORMATION WAS NOT PROVIDED | | |
| TOTAL | 27 | 15 | 64 | * | 18,664* | 32.00 | 42.57 | * | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 24

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

FV : 1.00 LAUNCH DATE: SEP/1997 MONTHS VALID: 23 GST: NO
RHA: .1025 EXPIRY DATE: DEC/1998 MONTHS ELAPSED: 23 MEDIA: NO PROF
MEDIA CODE: 995

NANAIMO BARS NP

09241927

SANFACE
Software
Group

2004-11-10 8:50:314.30

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|---------------------------------|-------------------|-------|
| | | | | * | * | | | * | | |
| NFLD. | | | | * | 251* | | | * | FISCAL | |
| | | | | * | * | | 293 | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 1 | 3 | | * | 3,793* | | | * | ACT FCST TOTAL | FCST |
| | | | | * | * | | 4,420 | * | --- | ---- |
| QUEBEC | 8 | 6 | 5 | * | 6,203* | 5.00 | 5.83 | * RED% | .0 | .0 |
| | | | | * | * | .53 | 7,239 | * | | |
| ONTARIO | 30 | 19 | 7 | * | 7,757* | 7.00 | 8.18 | * RED\$ | 1.0 | .5 |
| | | | | * | * | .73 | 9,038 | * | | 1.5 |
| PRAIRIES | 11 | 19 | 9 | * | 5,682* | 9.00 | 10.47 | * FORECAST REMAINING LIABILITY | | 1.5 |
| | | | | * | * | .92 | 6,626 | * | | |
| B.C. | 5 | 5 | 68 | * | 2,412* | 68.00 | 79.22 | * COMPARISON TO YOUR BUDGET NOT | | |
| | | | | * | * | 6.99 | 2,813 | * AVAILABLE BECAUSE BUDGET | | |
| | | | | * | * | | | * INFORMATION WAS NOT PROVIDED | | |
| TOTAL | 55 | 52 | 89 | * | 26,098* | 89.00 | 103.70 | * | | |
| | | | | * | * | 9.17 | 30,429 | * | | |

LOW FAT MUFFINS RH SAVE .50 ANY VARIETY
09241783

FV : 0.50 LAUNCH DATE: SEP/1998 MONTHS VALID: 10 GST: NO
RHA: .1025 EXPIRY DATE: MAR/1999 MONTHS ELAPSED: 11 MEDIA: ISRB
MEDIA CODE: 568

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|--------------------------------|----------------------------------|-------|
| | | | | * | * | | | * | | |
| NFLD. | 7 | 7 | 2 | * | 205* | 1.00 | 1.32 | * | FISCAL | |
| | | | | * | * | .20 | 136 | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 59 | 19 | 14 | * | 910* | 7.00 | 9.31 | * | ACT FCST TOTAL | FCST |
| | | | | * | * | 1.44 | 605 | * | --- | ---- |
| QUEBEC | 162 | 189 | 34 | * | 2,589* | 17.00 | 22.67 | * RED% | .2 | .0 |
| | | | | * | * | 3.56 | 1,723 | * | | |
| ONTARIO | 188 | 87 | 40 | * | 3,799* | 20.00 | 26.62 | * RED\$ | 2.5 | .1 |
| | | | | * | * | 4.10 | 2,526 | * | | 2.6 |
| PRAIRIES | 31 | 57 | 59 | * | 1,209* | 29.50 | 39.24 | * FORECAST REMAINING LIABILITY | | 0.2 |
| | | | | * | * | 6.07 | 804 | * | | |
| B.C. | 100 | 4 | 104 | * | 549* | 52.00 | 69.10 | * FORECAST LIABILITY VS | | |
| | 28 | | | * | * | 10.64 | 365 | * YOUR BUDGET \$ | | 2.6 |
| | | | | * | * | | | * | | |
| TOTAL | 547 | 363 | 253 | * | 9,261* | 126.50 | 168.26 | 8973* | FORECAST LIABILITY IS UNDER YOUR | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT

PAGE: 25

FOR
ROBIN HOOD MULTIFOODS INC.PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

RH NANAIMO BARS SAVE \$1.00 ANY VARIETY

FV : 1.00 LAUNCH DATE: SEP/1998

MONTHS VALID: 10

GST: NO

RHA: .1025

EXPIRY DATE: DEC/1999

MONTHS ELAPSED: 11

MEDIA: ISRB

MEDIA CODE: 569

09241594

SANFACE
Software
Group
2004-11-10 8:50:314.30

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|---------------------------------|-------|
| | | | | * | * | | | * | FISCAL | |
| NFLD. | 11 | 10 | 10 | * | 174* | 10.00 | 11.65 | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | * | 1.05 | 203 | * | ACT | FCST |
| MARITIMES | 84 | 45 | 53 | * | 1,694* | 53.00 | 61.92 | * | --- | ---- |
| | | | | * | * | 5.58 | 1,974 | * | ---- | ---- |
| QUEBEC | 370 | 188 | 106 | * | 3,324* | 106.00 | 123.93 | * RED% | .3 | .2 |
| | | | | * | * | 11.35 | 3,881 | * | .5 | 1.1 |
| ONTARIO | 128 | 100 | 79 | * | 3,831* | 79.00 | 92.19 | * RED\$ | 4.4 | 2.9 |
| | | | | * | * | 8.31 | 4,465 | * | 7.3 | 18.4 |
| PRAIRIES | 96 | 140 | 80 | * | 2,432* | 80.00 | 93.44 | * FORECAST | REMAINING LIABILITY | |
| | | | | * | * | 8.45 | 2,838 | * | 3.8 | |
| B.C. | 117 | 33 | 72 | * | 1,041* | 72.00 | 83.97 | * FORECAST | LIABILITY VS | |
| | | | | * | * | 7.47 | 1,215 | * YOUR BUDGET \$ | -4.3 | |
| TOTAL | 806 | 516 | 400 | * | 12,496* | 400.00 | 467.10 | 14057* | FORECAST LIABILITY EXCEEDS YOUR | |
| | .1 | | | * | .8* | 42.21 | 14,576 | -519* | BUDGET BAL. | |

DUNCAN HINES MIX & FROSTING SAVE \$1.00
09241608

FV : 1.00 LAUNCH DATE: SEP/1998

MONTHS VALID: 10

GST: NO

RHA: .1025

EXPIRY DATE: MAR/1999

MONTHS ELAPSED: 11

MEDIA: ISRB

MEDIA CODE: 568

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|---------------------------------|-------|
| | | | | * | * | | | * | FISCAL | |
| NFLD. | 14 | 12 | 1 | * | 294* | 1.00 | 1.18 | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | * | .11 | 343 | * | ACT | FCST |
| MARITIMES | 66 | 16 | 10 | * | 838* | 10.00 | 11.63 | * | --- | ---- |
| | | | | * | * | 1.02 | 976 | * | ---- | ---- |
| QUEBEC | 724 | 82 | 235 | * | 5,921* | 235.00 | 273.81 | * RED% | .4 | .0 |
| | | | | * | * | 24.18 | 6,903 | * | .4 | 1.0 |
| ONTARIO | 268 | 123 | 38 | * | 4,357* | 38.00 | 44.34 | * RED\$ | 7.9 | .4 |
| | | | | * | * | 3.97 | 5,077 | * | 8.3 | 18.3 |
| PRAIRIES | 91 | 90 | 32 | * | 2,338* | 32.00 | 37.32 | * FORECAST | REMAINING LIABILITY | |
| | | | | * | * | 3.34 | 2,726 | * | 0.5 | |
| B.C. | 130 | 29 | 118 | * | 1,518* | 118.00 | 137.49 | * FORECAST | LIABILITY VS | |
| | 29 | | | * | * | 12.13 | 1,771 | * YOUR BUDGET \$ | -4.2 | |
| TOTAL | 1,293 | 352 | 434 | * | 15,266* | 434.00 | 505.77 | 14057* | FORECAST LIABILITY EXCEEDS YOUR | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 26

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL CONSUMER CAKE MIXES PREVIOUS ACT

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | * TO DATE | RED.#/% | DIST(000) | *EXP RED % | CUR FACE | CUR COST | YOUR BGDTS | NCH | FORECAST |
|--------------------------|----------|----------|----------|-----------|---------|-----------|------------|----------|----------|-------------|------------------------------|----------|
| | | | | | | | | CUR HAND | CUM COST | REM BUDGET* | | |
| 2004 11 10 9 5 0 314 3 0 | | | | | | | | | | | | |
| NFLD. | 32 | 29 | 13 | * | 1,262* | | | 12.00 | 14.15 | * | | |
| | | | | * | * | | | 1.36 | 1.257 | * | | |
| MARITIMES | 211 | 88 | 77 | * | 10,226* | | | 70.00 | 82.86 | * | | |
| | | | | * | * | | | 8.04 | 10,263 | * | | |
| QUEBEC | 1,274 | 465 | 385 | * | 23,173* | 567.8 | | 367.50 | 431.56 | * | RED% | |
| | .2 | .1 | .1 | * | 4.1* | | | 40.14 | 24,384 | * | | |
| ONTARIO | 637 | 346 | 164 | * | 28,409* | 567.8 | | 144.00 | 171.33 | * | RED\$ | |
| | .1 | .1 | | * | 5.0* | | | 17.11 | 28,444 | * | | |
| PRAIRIES | 252 | 314 | 197 | * | 16,722* | 1703.4 | | 172.00 | 204.79 | * | FORECAST REMAINING LIABILITY | 7.3 |
| | | | | * | 1.0* | | | 20.53 | 18,191 | * | | |
| B.C. | 360 | 72 | 423 | * | 8,085* | 568.0 | | 341.50 | 411.34 | * | YOUR BUDGET \$ FOR | |
| | .1 | | .1 | * | 1.4* | | | 43.48 | 8,903 | * | FORECAST OFFERS | 39.2 |
| | | | | * | * | | | | | * | | |
| TOTAL | 2,766 | 1,314 | 1,259 | * | 87,877* | 7907.0 | | 1107.00 | 1316.03 | 39165* | | |
| | | | | * | 1.1* | | | 130.66 | 91,442 | -52277* | | |

* FORECAST IS TOTAL FOR EACH FORECAST-
* ABLE OFFER INCLUDED IN THIS BRAND/
* CATEGORY. TOTALS WILL NOT BE COMPLETE
* IF OFFER OR BUDGET DATA HAS NOT BEEN
* PROVIDED FOR EVERY OFFER.

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 28

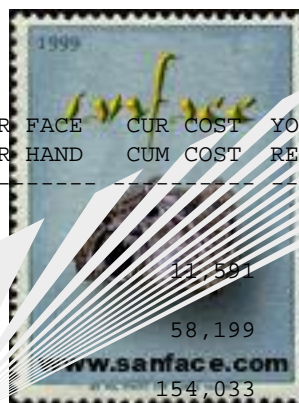
PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL CONSUMER CAKE MIXES OLD

SANFACE
Software
Group

MARKET MAY/1999 JUN/1999 JUL/1999
2004 11 10 9 5 0 314 3 0

| | RED.#/% | DIST(000) | CUR FACE | CUR COST | YOUR BDGT\$ | | | |
|-----------|------------|------------|----------|----------|-------------|---|-------------------|-------|
| | TO DATE | *EXP RED % | CUR HAND | CUM COST | REM BUDGET* | | NCH FORECAST | |
| NFLD. | * 18,493* | 1460.4 | | | | | FISCAL | |
| | * 1.3* | | | 11,591 | | | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | * 93,459* | 4475.6 | | | | | ACT FCST TOTAL | FCST |
| | * 2.1* | | | 58,199 | | | --- | ---- |
| QUEBEC | * 215,791* | 3337.0 | | | | * RED\$ | .0 .0 .0 | 553.1 |
| | * 6.5* | | | 154,033 | | | | |
| ONTARIO | * 252,898* | 6432.6 | | | | * FORECAST REMAINING LIABILITY | | 0.0 |
| | * 3.9* | | | 169,297 | | | | |
| PRAIRIES | * 164,565* | 6506.5 | | | | * YOUR BUDGET \$ FOR | | |
| | * 2.5* | | | 111,690 | | * FORECAST OFFERS | | 676.5 |
| B.C. | * 72,838* | 2646.5 | | | | | | |
| | * 2.8* | | | 48,352 | | * FORECAST LIABILITY VS | | |
| | * * | | | | | * YOUR BUDGET \$ | | 123.4 |
| TOTAL | * 818,044* | 35349.5 | | | 676544* | | | |
| | * 2.3* | | | 553,162 | 123382* | FORECAST IS TOTAL FOR EACH FORECAST- | | |
| | | | | | | * ABLE OFFER INCLUDED IN THIS BRAND/ | | |
| | | | | | | * CATEGORY. TOTALS WILL NOT BE COMPLETE | | |
| | | | | | | * IF OFFER OR BUDGET DATA HAS NOT BEEN | | |
| | | | | | | * PROVIDED FOR EVERY OFFER. | | |



DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 29

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL CONSUMER CAKE MIXES

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|-----------------------------|---------------------------------------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | 32 | 29 | 13 | * | 19,755* | 1460.4 | 12.00 | 14.15 | |
| | | | | * | 1.4* | | 1.36 | 12,848 | |
| MARITIMES | 211 | 88 | 77 | * | 103,685* | 4475.6 | 70.00 | 82.86 | |
| | | | | * | 2.3* | | 8.04 | 68,462 | |
| QUEBEC | 1,274 | 465 | 385 | * | 238,964* | 3904.8 | 367.50 | 431.56 | |
| | | | | * | 6.1* | | 40.14 | 178,417 | |
| ONTARIO | 637 | 346 | 164 | * | 281,307* | 7000.4 | 144.00 | 171.33 | |
| | | | | * | 4.0* | | 17.11 | 197,741 | |
| PRAIRIES | 252 | 314 | 197 | * | 181,287* | 8209.9 | 172.00 | 204.79 | |
| | | | | * | 2.2* | | 20.53 | 129,881 | |
| B.C. | 360 | 72 | 423 | * | 80,923* | 3214.5 | 341.50 | 411.34 | |
| | | | | * | 2.5* | | 43.48 | 57,255 | |
| | | | | * | * | | | | |
| TOTAL | 2,766 | 1,314 | 1,259 | * | 905,921* | 43256.5 | 1107.00 | 1316.03 | 715709* |
| | | | | * | 2.1* | | 130.66 | 644,604 | 71105* |
| | | | | | | | | | FORECAST IS TOTAL FOR EACH FORECAST- |
| | | | | | | | | | ABLE OFFER INCLUDED IN THIS BRAND/ |
| | | | | | | | | | CATEGORY. TOTALS WILL NOT BE COMPLETE |
| | | | | | | | | | IF OFFER OR BUDGET DATA HAS NOT BEEN |
| | | | | | | | | | PROVIDED FOR EVERY OFFER. |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 30

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL OBSOLETE MIXES OLD

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* | NCH FORECAST | FISCAL | MAR/1999-FEB/2000 | FINAL |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|-----------------------------|--------------|--------|-------------------|-------|
| | | | | | | | | | | | | |
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | | | | |
| NFLD. | | | | * | 5* | | | * | | | | |
| MARITIMES | | 1 | | * | 33* | | | * | | | | |
| QUEBEC | | | 1 | * | 58* | | | * | | | | |
| ONTARIO | 2 | 1 | 3 | * | 96* | | | * | | | | |
| PRAIRIES | 4 | 2 | 3 | * | 156* | | | * | | | | |
| B.C. | 3 | 1 | * | | 54* | | | * | | | | |
| TOTAL | 9 | 5 | 7 | * | 402* | 1.38 | 2.57 | * | | | | |
| | | | * | | * | .73 | 152 | * | | | | |

* FORECAST IS TOTAL FOR EACH FORECAST-
 * ABLE OFFER INCLUDED IN THIS BRAND/
 * CATEGORY. TOTALS WILL NOT BE COMPLETE
 * IF OFFER OR BUDGET DATA HAS NOT BEEN
 * PROVIDED FOR EVERY OFFER.

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 31

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL CONSUMER MIXES

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|--------------------------------|---------------------------------------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | 32 | 29 | 13 | * 62,994* | 1831.3 | 12.00 | 14.15 | * | FISCAL |
| | | | | * 3.4* | | 1.36 | 28.796 | * | MAR/1999-FEB/2000 |
| MARITIMES | 255 | 119 | 106 | * 149,204* | 5698.1 | 84.50 | 102.12 | * | ACT FCST TOTAL |
| | | | | * 2.6* | | 11.01 | 86,940 | * | --- |
| QUEBEC | 1,281 | 474 | 397 | * 392,594* | 5175.2 | 373.13 | 439.22 | * RED\$ | 26.4 17.1 43.5 1014.7 |
| | | | | * 7.6* | | 41.40 | 236,275 | * | |
| ONTARIO | 1,254 | 2,597 | 1,631 | * 417,532* | 10048.5 | 876.15 | 1146.52 | * FORECAST REMAINING LIABILITY | 22.8 |
| | | | | * 4.2* | | 168.90 | 269,156 | * | |
| PRAIRIES | 1,141 | 4,839 | 1,649 | * 414,478* | 12456.5 | 898.85 | 1172.59 | * YOUR BUDGET \$ FOR | |
| | | | | * 3.3* | | 171.12 | 268,691 | * FORECAST OFFERS | 1135.6 |
| B.C. | 774 | 1,307 | 1,108 | * 153,353* | 4656.9 | 684.00 | 867.93 | * FORECAST LIABILITY VS | |
| | | | | * 3.3* | | 114.97 | 102,092 | * YOUR BUDGET \$ | 121.1 |
| TOTAL | 4,737 | 9,365 | 4,904 | * 1590,155* | 59646.8 | 2928.63 | 3742.53 | 1135618* | FORECAST IS TOTAL FOR EACH FORECAST- |
| | | | | * 2.7* | | 508.76 | 991,950 | 143668* | ABLE OFFER INCLUDED IN THIS BRAND/ |
| | | | | | | | | | CATEGORY. TOTALS WILL NOT BE COMPLETE |
| | | | | | | | | | IF OFFER OR BUDGET DATA HAS NOT BEEN |
| | | | | | | | | | PROVIDED FOR EVERY OFFER. |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

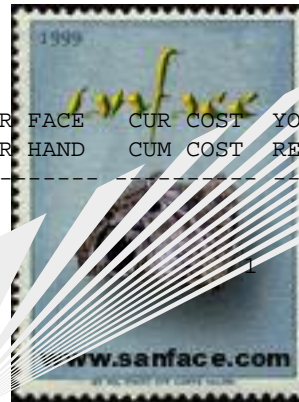
PAGE: 32

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

<link>TOTAL GRAHAM PIES OLD >

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|-----------------------------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * |
| ONTARIO | 1 | | | * | 3* | | | * |
| | | | | * | * | | | * |
| PRAIRIES | | | | * | 1* | | | * |
| | | | | * | * | | | * |
| TOTAL | 1 | | | * | 4* | | | * |
| | | | | * | * | | | * |



| NCH FORECAST | | | |
|--|------|-------|---------------|
| FISCAL | | | |
| MAR/1999-FEB/2000 | | | |
| ACT | FCST | TOTAL | FINAL FCST |
| --- | ---- | ----- | ---- |
| RED\$ | .0 | .0 | .0 |
| FORECAST REMAINING LIABILITY | | | 0.0 |
| YOUR BUDGET \$ FOR | | | |
| FORECAST OFFERS | | | 0.0 |
| FORECAST IS TOTAL FOR EACH FORECAST- ABLE OFFER INCLUDED IN THIS BRAND/ CATEGORY. TOTALS WILL NOT BE COMPLETE IF OFFER OR BUDGET DATA HAS NOT BEEN PROVIDED FOR EVERY OFFER. | | | |

TOTAL BAKING CHOCOLATE OLD

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* | NCH FORECAST | |
|--------------------------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|-----------------------------|---------------------------------------|-----|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | | |
| NFLD. | | | | * | 3* | | | * | | |
| | | | | * | * | | | * | | |
| MARITIMES | | | | * | 6* | | | * | | |
| | | | | * | * | | | * | | |
| QUEBEC | 2 | | | * | 15* | | | * | RED\$ | |
| | | | | * | * | | | * | .0 | .0 |
| ONTARIO | 1 | | | * | 17* | | | * | | |
| | | | | * | * | | | * | FORECAST REMAINING LIABILITY | 0.0 |
| PRAIRIES | | | | * | 10* | | | * | | |
| | | | | * | * | | | * | YOUR BUDGET \$ FOR | |
| B.C. | | | | * | 5* | | | * | FORECAST OFFERS | 0.0 |
| | | | | * | * | | | * | | |
| TOTAL | 3 | | | * | 56* | | | * | | |
| | | | | * | * | | 29 | * | FORECAST IS TOTAL FOR EACH FORECAST- | |
| | | | | | | | | * | ABLE OFFER INCLUDED IN THIS BRAND/ | |
| | | | | | | | | * | CATEGORY. TOTALS WILL NOT BE COMPLETE | |
| | | | | | | | | * | IF OFFER OR BUDGET DATA HAS NOT BEEN | |
| | | | | | | | | * | PROVIDED FOR EVERY OFFER. | |

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL BREAD & ROLL MIX CURRENT FISCAL

SANFACE
Software
MARKET M
Group

2004 11 10 9 5 0 314 3 0

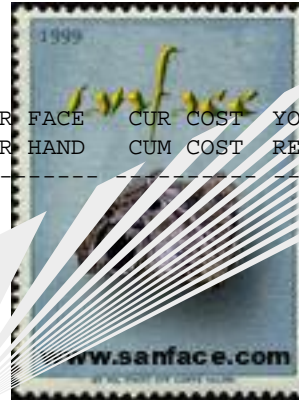
TOTAL

| | | | | |
|---------|------------|----------|----------|-------------|
| RED.#/% | DIST(000) | CUR FACE | CUR COST | YOUR BDGT\$ |
| TO DATE | *EXP RED % | CUR HAND | CUM COST | REM BUDGET* |
| -----* | -----* | | | |
| * | | | | * |
| * | | | | * |
| * | | | | * |
| * | | | | * |

NCH FORECAST

FISCAL
MAR/1999-FEB/2000

* THIS BRAND TOTAL DOES NOT YET
* CONTAIN ANY ACTIVE OFFERS
*



BREAD FLOUR NP
09241624

| | | | | | | | |
|-------|-------|--------------|----------|-----------------|----|-------------|---------|
| FV : | 8.00 | LAUNCH DATE: | AUG/1997 | MONTHS VALID: | 22 | GST: | NO |
| RHA : | .1025 | EXPIRY DATE: | /0000 | MONTHS ELAPSED: | 24 | MEDIA: | NO PROF |
| | | | | | | MEDIA CODE: | 995 |

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDTG\$ REM BUDGET* |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|
| MARITIMES | 3 | 2 | | 23* | | | 168 | |
| ONTARIO | 10 | 6 | 12 | 172* | | 88.98 | 90.95 | |
| PRAIRIES | 3 | 9 | 5 | 119* | | 38.06 | 38.88 | |
| B.C. | 4 | 2 | 1 | 40* | | 8.00 | 8.18 | |
| TOTAL | 20 | 19 | 18 | 354* | | 135.04 | 138.01 | |

| NCH | | FORECAST | |
|--------------------------|------|----------|-------|
| ----- | | | |
| FISCAL | | | |
| MAR/1999-FEB/2000 | | | FINAL |
| ACT | FCST | TOTAL | FCST |
| --- | ---- | ----- | ---- |
| .0 | .0 | .0 | .0 |
| .8 | .9 | 1.7 | 5.7 |
| AST REMAINING LIABILITY | | | 3.0 |
| RISON TO YOUR BUDGET NOT | | | |
| ABLE BECAUSE BUDGET | | | |
| MATION WAS NOT PROVIDED | | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 35

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

BREAD FLOUR NP

FV : 0.50 LAUNCH DATE: SEP/1997 MONTHS VALID: 22 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 23 MEDIA: NO PROF
MEDIA CODE: 995

09241800

SANFACE
Software
Group

2004-11-10 8:50:314.3.0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|---------------------------------|-------------------|-----------|
| | | | | * | * | | | * | | |
| NFLD. | 1 | | | * | 8* | | | * | FISCAL | |
| | | | | * | * | | | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 10 | 2 | 1 | * | 77* | | 5 | * | ACT FCST TOTAL | FCST |
| | | | | * | * | | | * | --- | ---- |
| QUEBEC | | 3 | 2 | * | 31* | 1.00 | 1.33 | * RED% | .0 | .0 .0 .0 |
| | | | | * | * | .21 | 21 | * | | |
| ONTARIO | 54 | 27 | 20 | * | 612* | 10.00 | 13.30 | * RED\$ | .2 | .2 .4 1.3 |
| | | | | * | * | 2.07 | 407 | * | | |
| PRAIRIES | 7 | 10 | 9 | * | 166* | 4.50 | 6.06 | * FORECAST REMAINING LIABILITY | | 0.7 |
| | | | | * | * | .97 | 111 | * | | |
| B.C. | 4 | 4 | 3 | * | 79* | 1.50 | 2.00 | * COMPARISON TO YOUR BUDGET NOT | | |
| | | | | * | * | .31 | 53 | * AVAILABLE BECAUSE BUDGET | | |
| | | | | * | * | | | * INFORMATION WAS NOT PROVIDED | | |
| TOTAL | 76 | 46 | 35 | * | 973* | 17.50 | 23.36 | * | | |
| | | | | * | * | 3.67 | 648 | * | | |

TOTAL BREAD & ROLL MIX PREVIOUS OFFERS

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|--------------------------------|-------------------|-------------|
| | | | | * | * | | | * | | |
| NFLD. | 1 | | | * | 8* | | | * | FISCAL | |
| | | | | * | * | | | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 13 | 4 | 1 | * | 100* | .50 | .67 | * | ACT FCST TOTAL | FCST |
| | | | | * | * | .11 | 219 | * | --- | ---- |
| QUEBEC | | 3 | 2 | * | 31* | 1.00 | 1.33 | * RED% | .0 | .0 .0 .0 |
| | | | | * | * | .21 | 21 | * | | |
| ONTARIO | 64 | 33 | 32 | * | 784* | 98.98 | 104.25 | * RED\$ | 1.0 | 1.1 2.1 7.0 |
| | | | | * | * | 3.31 | 1,745 | * | | |
| PRAIRIES | 10 | 19 | 14 | * | 285* | 42.56 | 44.94 | * FORECAST REMAINING LIABILITY | | 3.7 |
| | | | | * | * | 1.49 | 1,022 | * | | |
| B.C. | 8 | 6 | 4 | * | 119* | 9.50 | 10.18 | * YOUR BUDGET \$ FOR | | |
| | | | | * | * | .42 | 357 | * FORECAST OFFERS | | 0.0 |
| | | | | * | * | | | * | | |
| TOTAL | 39 | 96 | 65 | * | 1,327* | 152.54 | 161.37 | * | | |
| | | | | * | * | 5.54 | 3,369 | * | | |

* FORECAST IS TOTAL FOR EACH FORECAST-

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
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TOTAL BREAD & ROLL MIX OLD

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | FISCAL | MAR/1999-FEB/2000 | FINAL |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|----------------------------|--------------|--------|-------------------|-------|
| | | | | | | | | | | | | |
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | | | | |
| NFLD. | | | | * | * | 5.0 | | * | | | | |
| MARITIMES | | | | * | 94* | 15.0 | | * | | | | |
| QUEBEC | | | | * | 60* | 5.0 | | * | | | | |
| ONTARIO | 1 | * | | * | 634* | 5.0 | .22 | .40 | | | | |
| PRAIRIES | | | | * | 12.7* | | .11 | 265 | | | | |
| B.C. | | | | * | 465* | 15.0 | | 197 | | | | |
| | | | | * | 3.1* | | | | | | | 0.3 |
| | | | | * | 342* | 5.0 | | | | | | |
| | | | | * | 6.8* | | | 144 | | | | |
| | | | | * | * | | | | | | | -0.4 |
| TOTAL | 1 | * | | * | 1,595* | 50.0 | .22 | .40 | 301* | | | |
| | | | | * | 3.2* | | .11 | 670 | -369* | | | |

FORECAST IS TOTAL FOR EACH FORECAST-
ABLE OFFER INCLUDED IN THIS BRAND/
CATEGORY. TOTALS WILL NOT BE COMPLETE
IF OFFER OR BUDGET DATA HAS NOT BEEN
PROVIDED FOR EVERY OFFER.

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL NEW PRODUCTS

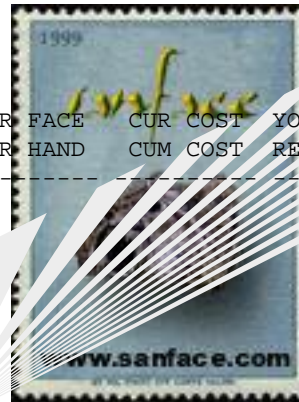
SANFACE
Software
MARKET
Group

2004 11 10 9 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH | FORECAST |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|----------------------------|--------|---------------------------------------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | | |
| NFLD. | 1 | | | * | 11* | 5.0 | | * | | |
| | | | | * | .2* | | | * | | |
| MARITIMES | 13 | 4 | 1 | * | 200* | 15.0 | .50 | .67 | | |
| | .1 | | | * | 1.3* | | .11 | 261 | | |
| QUEBEC | 2 | 3 | 2 | * | 106* | 5.0 | 1.00 | 1.33 | | |
| | | .1 | | * | 2.1* | | .21 | 55 | | |
| ONTARIO | 66 | 33 | 33 | * | 1,438* | 5.0 | 99.20 | 104.65 | | |
| | 1.3 | .7 | .7 | * | 28.8* | | 3.42 | 2,020 | | |
| PRAIRIES | 10 | 19 | 14 | * | 761* | 15.0 | 42.56 | 44.94 | | |
| | .1 | .1 | .1 | * | 5.1* | | 1.49 | 1,223 | | |
| B.C. | 8 | 6 | 4 | * | 466* | 5.0 | 9.50 | 10.18 | | |
| | .2 | .1 | .1 | * | 9.3* | | .42 | 503 | | |
| | | | | * | * | | | | | |
| TOTAL | 100 | 65 | 54 | * | 2,982* | 50.0 | 152.76 | 161.77 | 301* | |
| | .2 | .1 | .1 | * | 6.0* | | 5.65 | 4,069 | -3768* | |
| | | | | | | | | | | FISCAL |
| | | | | | | | | | | MAR/1999-FEB/2000 |
| | | | | | | | | | | ACT FCST TOTAL |
| | | | | | | | | | | --- |
| | | | | | | | | | | RED\$ 1.0 1.1 2.1 |
| | | | | | | | | | | 7.7 |
| | | | | | | | | | | FORECAST REMAINING LIABILITY |
| | | | | | | | | | | 3.7 |
| | | | | | | | | | | YOUR BUDGET \$ FOR |
| | | | | | | | | | | FORECAST OFFERS |
| | | | | | | | | | | 0.3 |
| | | | | | | | | | | FORECAST LIABILITY VS |
| | | | | | | | | | | YOUR BUDGET \$ |
| | | | | | | | | | | -7.4 |
| | | | | | | | | | | FORECAST IS TOTAL FOR EACH FORECAST- |
| | | | | | | | | | | ABLE OFFER INCLUDED IN THIS BRAND/ |
| | | | | | | | | | | CATEGORY. TOTALS WILL NOT BE COMPLETE |
| | | | | | | | | | | IF OFFER OR BUDGET DATA HAS NOT BEEN |
| | | | | | | | | | | PROVIDED FOR EVERY OFFER. |

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

* THIS BRAND TOTAL DOES NOT YET
* CONTAIN ANY ACTIVE OFFERS
*



| NCH FORECAST | | | |
|--------------------------|------|-------|-------|
| ----- | | | |
| FISCAL | | | |
| MAR/1999-FEB/2000 | | | FINAL |
| ACT | FCST | TOTAL | FCST |
| --- | ---- | ----- | ---- |
| .0 | .0 | .0 | .0 |
| .1 | .1 | .2 | .7 |
| AST REMAINING LIABILITY | | | 0.2 |
| RISON TO YOUR BUDGET NOT | | | |
| ABLE BECAUSE BUDGET | | | |
| MATION WAS NOT PROVIDED | | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

RED RIVER CEREAL NP

FV : 0.75 LAUNCH DATE: SEP/1998 MONTHS VALID: 9 GST: NO
RHA: .1025 EXPIRY DATE: FEB/1999 MONTHS ELAPSED: 11 MEDIA: NO PROF
MEDIA CODE: 994

092365569
SANFACE
Software
Group

2004 11 10 8 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|---------------------------------|-------------------|-------|
| | | | | * | * | | | * | | |
| NFLD. | | 1 | | * | 13* | | | * | FISCAL | |
| | | | | * | * | | 12 | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 2 | 2 | | * | 283* | | | * | ACT FCST TOTAL | FCST |
| | | | | * | * | | 259 | * | --- | ---- |
| QUEBEC | | 1 | 1 | * | 2* | .75 | .92 | * RED% | .0 .0 .0 | .0 |
| | | | | * | * | .11 | 2 | * | | |
| ONTARIO | 64 | 7 | 5 | * | 1,404* | 3.75 | 4.59 | * RED\$ | .4 .3 .7 | 2.1 |
| | | | | * | * | .52 | 1,285 | * | | |
| PRAIRIES | 2 | | 1 | * | 15* | .75 | .92 | * FORECAST REMAINING LIABILITY | | 0.5 |
| | | | | * | * | .10 | 14 | * | | |
| B.C. | | | | * | 1* | | | * COMPARISON TO YOUR BUDGET NOT | | |
| | | | | * | * | | 1 | * AVAILABLE BECAUSE BUDGET | | |
| | | | | * | * | | | * INFORMATION WAS NOT PROVIDED | | |
| TOTAL | 68 | 11 | 7 | * | 1,718* | 5.25 | 6.43 | * | | |
| | | | | * | * | .73 | 1,573 | * | | |

RED RIVER CEREAL NP
09236556

FV : 0.75 LAUNCH DATE: SEP/1998 MONTHS VALID: 10 GST: NO
RHA: .1025 EXPIRY DATE: FEB/1999 MONTHS ELAPSED: 11 MEDIA: NO PROF
MEDIA CODE: 994

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|---------------------------------|-------------------|-------|
| | | | | * | * | | | * | | |
| NFLD. | | 1 | | * | 16* | | | * | FISCAL | |
| | | | | * | * | | 15 | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 5 | 2 | 1 | * | 505* | .75 | .92 | * | ACT FCST TOTAL | FCST |
| | | | | * | * | .11 | 463 | * | --- | ---- |
| QUEBEC | 6 | 2 | | * | 240* | | | * RED% | .0 .0 .0 | .0 |
| | | | | * | * | | 221 | * | | |
| ONTARIO | 120 | 25 | 21 | * | 5,053* | 15.75 | 19.24 | * RED\$ | 1.5 1.1 2.6 | 9.8 |
| | | | | * | * | 2.21 | 4,627 | * | | |
| PRAIRIES | 10 | 10 | 2 | * | 1,214* | 1.50 | 1.85 | * FORECAST REMAINING LIABILITY | | 2.2 |
| | | | | * | * | .22 | 1,114 | * | | |
| B.C. | 46 | 23 | 14 | * | 1,317* | 10.50 | 12.87 | * COMPARISON TO YOUR BUDGET NOT | | |
| | 45 | | | * | * | 1.51 | 1,208 | * AVAILABLE BECAUSE BUDGET | | |
| | | | | * | * | | | * INFORMATION WAS NOT PROVIDED | | |
| TOTAL | 187 | 63 | 38 | * | 8,345* | 28.50 | 34.88 | * | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 44

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL CEREAL PRODUCTS OLD

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE *EXP RED % | DIST(000) * * * * * | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST |
|--|----------|----------|----------|---------------------------------|------------------------|----------------------|----------------------|----------------------------|--------------|
| ----- | | | | | | | | | |
| * * * * * | | | | | | | | | |
| NFLD. | | | | * 21,804* | 2731.1 | | | | |
| | | | | * .8* | | | 13,076 | | |
| MARITIMES | | 2 | | * 77,176* | 6402.2 | | | | |
| | | | | * 1.2* | | | 46,730 | | |
| QUEBEC | | 2 | 3 | * 106,976* | 1177.1 | 1.14 | 1.64 | | |
| | | | | * 9.1* | | .31 | 60,109 | | |
| ONTARIO | 18 | 19 | 12 | * 436,169* | 18018.9 | 2.90 | 4.91 | | |
| | | | | * 2.4* | | 1.26 | 237,565 | | |
| PRAIRIES | 2 | 7 | | * 197,560* | 5930.6 | | | | |
| | | | | * 3.3* | | | 125,299 | | |
| B.C. | 3 | 8 | | * 91,507* | 2636.2 | | | | |
| | | | | * 3.5* | | | 56,766 | | |
| | | | | * * | | | | | |
| TOTAL | 23 | 38 | 15 | * 931,192* | 37073.3 | 4.04 | 6.55 | 527379* | |
| | | | | * 2.5* | | 1.57 | 539,545 | -12166* | |
| * FORECAST IS TOTAL FOR EACH FORECAST- * ABLE OFFER INCLUDED IN THIS BRAND/ * CATEGORY. TOTALS WILL NOT BE COMPLETE * IF OFFER OR BUDGET DATA HAS NOT BEEN * PROVIDED FOR EVERY OFFER. | | | | | | | | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 45

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL CEREAL PRODUCTS

SANFACE
Software
Group

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | * TO DATE | RED.#/% * TO DATE | DIST(000) * EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* | NCH FORECAST | |
|---------------------------------------|----------|----------|----------|-----------|----------------------|--------------------------|----------------------|----------------------|-----------------------------|--------------|-------|
| 2004 11 10 9 5 0 314 3 0 | | | | | | | | | | | |
| NFLD. | | 2 | | * | 21,837* | 2731.1 | | | | | |
| | | | | * | .8* | | | 13,106 | | | |
| MARITIMES | 7 | 7 | 1 | * | 77,978* | 6402.2 | .75 | .92 | | | |
| | | | | * | 1.2* | | .11 | 47,461 | | | |
| QUEBEC | 8 | 40 | 5 | * | 107,554* | 1177.1 | 2.39 | 3.24 | | | |
| | | | | * | 9.1* | | .53 | 60,556 | | | |
| ONTARIO | 207 | 52 | 41 | * | 442,820* | 18018.9 | 23.90 | 30.74 | | | |
| | | | | * | 2.5* | | 4.30 | 243,606 | | | |
| PRAIRIES | 17 | 20 | 3 | * | 198,885* | 5930.6 | 2.25 | 2.77 | | | |
| | | | | * | 3.4* | | .32 | 126,491 | | | |
| B.C. | 50 | 31 | 14 | * | 92,878* | 2636.2 | 10.50 | 12.87 | | | |
| | | | | * | 3.5* | | 1.51 | 58,010 | | | |
| | | | | * | | | | | | | |
| TOTAL | 289 | 152 | 64 | * | 941,952* | 37073.3 | 39.79 | 50.54 | 527379* | | |
| | | | | * | 2.5* | | 6.77 | 549,230 | -21851* | | |
| FISCAL | | | | | | | | | | | |
| MAR/1999-FEB/2000 | | | | | | | | | | | FINAL |
| | ACT | FCST | TOTAL | FCST | | | | | | | |
| | --- | ---- | ----- | ---- | | | | | | | |
| RED\$ | 2.0 | 1.5 | 3.5 | 552.2 | | | | | | | |
| FORECAST REMAINING LIABILITY | | | | | | | | | | | 3.3 |
| YOUR BUDGET \$ FOR | | | | | | | | | | | |
| FORECAST OFFERS | | | | | | | | | | | 527.4 |
| FORECAST LIABILITY VS | | | | | | | | | | | |
| YOUR BUDGET \$ | | | | | | | | | | | -24.5 |
| FORECAST IS TOTAL FOR EACH FORECAST- | | | | | | | | | | | |
| ABLE OFFER INCLUDED IN THIS BRAND/ | | | | | | | | | | | |
| CATEGORY. TOTALS WILL NOT BE COMPLETE | | | | | | | | | | | |
| IF OFFER OR BUDGET DATA HAS NOT BEEN | | | | | | | | | | | |
| PROVIDED FOR EVERY OFFER. | | | | | | | | | | | |

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL PANCAKE MIX OLD

SANFACE
Software
MARKET
Group

2004 11 10 9 5 0 314 3 0

| | | | | |
|----------|---|-----|--------|--------|
| ONTARIO | | 1 * | 7,571* | 7515.0 |
| | | * | .1* | |
| PRAIRIES | 1 | * | 2* | |
| | | * | * | |
| B.C. | | * | 1* | |
| | | * | * | |
| | | * | * | |
| TOTAL | 1 | 1 * | 7,574* | 7515.0 |
| | | * | .1* | |



| | | | | |
|---------|---------------------------------------|-------------------|----------|-------|
| BDGT\$ | | | | |
| BUDGET* | | NCH | FORECAST | |
| -----* | | ----- | | |
| * | | FISCAL | | |
| * | | MAR/1999-FEB/2000 | | FINAL |
| * | | ACT | FCST | TOTAL |
| * | | --- | --- | ---- |
| * | | | | ---- |
| * | RED\$ | .0 | .0 | .0 |
| * | | | | 4.7 |
| * | FORECAST REMAINING LIABILITY | | | 0.0 |
| 27910* | | | | |
| 23002* | YOUR BUDGET \$ FOR | | | |
| * | FORECAST OFFERS | | | 27.9 |
| * | | | | |
| * | FORECAST LIABILITY VS | | | |
| * | YOUR BUDGET \$ | | | 23.2 |
| * | | | | |
| * | FORECAST IS TOTAL FOR EACH FORECAST- | | | |
| * | ABLE OFFER INCLUDED IN THIS BRAND/ | | | |
| * | CATEGORY. TOTALS WILL NOT BE COMPLETE | | | |
| * | IF OFFER OR BUDGET DATA HAS NOT BEEN | | | |
| * | PROVIDED FOR EVERY OFFER. | | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 47

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL RH ALL PURPOSE CURRENT FISCAL

SANFACE
Software
Group

MARKET MAY/1999 JUN/1999 JUL/1999
2004 11 10 9 5 0 314 3 0

TOTAL

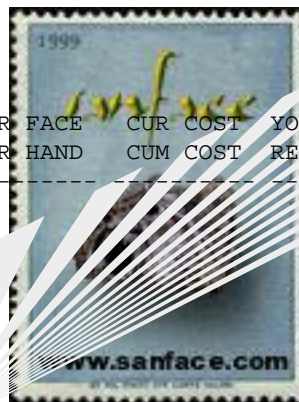
| RED.#/% | DIST(000) | CUR FACE | CUR COST | YOUR BDGT\$ |
|-----------|------------|----------|----------|-------------|
| * TO DATE | *EXP RED % | CUR HAND | CUM COST | REM BUDGET* |
| * | * | * | * | * |
| * | * | * | * | * |
| * | * | * | * | * |
| * | * | * | * | * |

NCH FORECAST

FISCAL

MAR/1999-FEB/2000

* THIS BRAND TOTAL DOES NOT YET
* CONTAIN ANY ACTIVE OFFERS
*



RHAP FLOUR BK/SV NATIONAL FALL
0923437

FV : 0.75 LAUNCH DATE: AUG/1980
RHA: .1025 EXPIRY DATE: /0000

MONTHS VALID: 225 GST: NO
MONTHS ELAPSED:228 MEDIA: IPS
MEDIA CODE: 103

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% | DIST(000) | CUR FACE | CUR COST | YOUR BDGT\$ | NCH FORECAST |
|-----------|----------|----------|----------|-----------|------------|----------|----------|--------------------------------|---------------------------------|
| | | | | * TO DATE | *EXP RED % | CUR HAND | CUM COST | REM BUDGET* | |
| | | | | * | * | | | * | |
| | | | | * | * | | | * | |
| NFLD. | | | | * | 296* | | | * | FISCAL |
| | | | | * | * | | 246 | * | MAR/1999-FEB/2000 |
| MARITIMES | | | | * | 39,344* | | | * | ACT FCST TOTAL FCST |
| | | | | * | * | | 32,928 | * | --- |
| QUEBEC | | | | * | 2,406* | | | * RED% | .0 .0 .0 39.5 |
| | | | | * | * | | 2,014 | * | |
| ONTARIO | | | | * | 9,583* | | | * RED\$ | .0 .0 .0 165.5 |
| | | | | * | * | | 7,990 | * | |
| PRAIRIES | | 1 | | * | 88,369* | | | * FORECAST REMAINING LIABILITY | 0.0 |
| | | | | * | * | | 74,041 | * | |
| B.C. | | | | * | 57,691* | | | * FORECAST LIABILITY VS | |
| | | | | * | * | | 48,273 | * YOUR BUDGET \$ | -62.8 |
| | | | | * | * | | | * | |
| TOTAL | | 1 | | * | 197,689* | 500.0 | | 102706* | FORECAST LIABILITY EXCEEDS YOUR |
| | | | | * | 39.5* | 25.0 | 165,492 | -62786* | BUDGET BAL. |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 48

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

FV : 0.50 LAUNCH DATE: NOV/1981 MONTHS VALID: 211 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 213 MEDIA: DM
MEDIA CODE: 407

FESTIVE MEMORIES

0933111
SANFACE
Software
Group
2004-11-10 8:50:314.3.0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|---------------------------------|----------------|
| | | | | * | * | | | * | | |
| | | | | * | * | | | * | FISCAL | |
| NFLD. | | | | * | 6,246* | 23.4 | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | 26.7* | | 3,754 | * | ACT FCST TOTAL | FCST |
| MARITIMES | 3 | | | * | 40,793* | 136.6 | | * | --- | ---- |
| | | | | * | 29.9* | | 24,692 | * | | |
| QUEBEC | 1 | | | * | 188,978* | 703.7 | | * | RED% | .0 .0 .0 24.6 |
| | | | | * | 26.9* | | 113,790 | * | | |
| ONTARIO | 4 | 3 | | * | 269,142* | 1308.1 | | * | RED\$ | .0 .0 .0 456.7 |
| | | | | * | 20.6* | | 162,180 | * | | |
| PRAIRIES | 2 | | | 1 * | 148,918* | 475.9 | .50 .68 | * | FORECAST REMAINING LIABILITY | 0.1 |
| | | | | * | 31.3* | | .11 90,216 | * | | |
| B.C. | | 1 | | * | 102,937* | 436.2 | | * | FORECAST LIABILITY VS | |
| | | | | * | 23.6* | | 61,971 | * | YOUR BUDGET \$ | -218.7 |
| | | | | * | * | | | * | | |
| TOTAL | 10 | 4 | 1 | * | 757,014* | 3083.9 | .50 .68 | 237970* | FORECAST LIABILITY EXCEEDS YOUR | |
| | | | | * | 24.5* | 13.0 | .11 456,603 | -218633* | BUDGET BAL. | |

J* R.H. ALL PURPOSE FLOUR NAT.
0936261

FV : 0.50 LAUNCH DATE: AUG/1981 MONTHS VALID: 214 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 216 MEDIA: IPS
MEDIA CODE: 103

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|---------------------------------|----------------|
| | | | | * | * | | | * | | |
| | | | | * | * | | | * | FISCAL | |
| NFLD. | | | | * | 5,590* | | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | * | | 3,420 | * | ACT FCST TOTAL | FCST |
| MARITIMES | 2 | | | * | 24,184* | | 14,793 | * | --- | ---- |
| | | | | * | * | | 25,272 | * | | |
| QUEBEC | | | | * | 41,350* | | | * | RED% | .0 .0 .0 40.4 |
| | | | | * | * | | 25,272 | * | | |
| ONTARIO | 1 | 1 | 1 | * | 62,009* | .50 .67 | .10 37,827 | * | RED\$ | .0 .0 .0 148.2 |
| | | | | * | * | | 1.00 1.34 | * | | |
| PRAIRIES | 12 | 2 | 2 | * | 73,667* | 1.00 | .21 45,198 | * | FORECAST REMAINING LIABILITY | 0.1 |
| | | | | * | * | | | * | | |
| B.C. | | 1 | | * | 35,547* | | | * | FORECAST LIABILITY VS | |
| | 52 | | | * | * | | 21,636 | * | YOUR BUDGET \$ | -119.4 |
| | | | | * | * | | | * | | |
| TOTAL | 15 | 4 | 3 | * | 242,347* | 600.0 | 1.50 2.01 | 28800* | FORECAST LIABILITY EXCEEDS YOUR | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 49

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

P* RHAPF MISC REGIONAL HNDOUTS

FV : 0.50

LAUNCH DATE: APR/1982

MONTHS VALID: 208

GST: NO

RHA: .1025

EXPIRY DATE: /0000

MONTHS ELAPSED:208

MEDIA: ISD

MEDIA CODE: 904

0933257
SANFACE
Software
Group

2004 11 10 8 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|---------------------------------|----------------|
| | | | | * | * | | | * | | |
| NFLD. | | | | * | 3,549* | | | * | FISCAL | |
| | | | | * | * | | 2,214 | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 8 | | | * | 7,662* | | | * | ACT FCST TOTAL | FCST |
| | | | | * | * | | 4,925 | * | --- | ---- |
| QUEBEC | 1 | | | * | 3,819* | | | * | RED% | .0 .0 .0 32.8 |
| | | | | * | * | | 2,430 | * | | |
| ONTARIO | 4 | 3 | | * | 74,762* | | | * | RED\$ | .0 .0 .0 101.9 |
| | | | | * | * | | 46,256 | * | | |
| PRAIRIES | | 1 | | * | 64,320* | | | * | FORECAST REMAINING LIABILITY | 0.1 |
| | | | | * | * | | 39,971 | * | | |
| B.C. | | | 1 | * | 9,567* | .50 | .66 | * | FORECAST LIABILITY VS | |
| | | | | * | * | .10 | 6,023 | * | YOUR BUDGET \$ | -93.4 |
| | | | | * | * | | | * | | |
| TOTAL | 13 | 4 | 1 | * | 163,679* | 500.0 | .66 | 8550* | FORECAST LIABILITY EXCEEDS YOUR | |
| | | | | * | 32.7* | 3.0 | .10 | 101,819 | -93269* | BUDGET BAL. |

RHAPF-COUPON BAG
0933279

FV : 0.50

LAUNCH DATE: JUN/1982

MONTHS VALID: 204

GST: NO

RHA: .1025

EXPIRY DATE: /0000

MONTHS ELAPSED:206

MEDIA: IPS

MEDIA CODE: 103

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|---------------------------------|----------------|
| | | | | * | * | | | * | | |
| NFLD. | | | | * | 31,569* | | | * | FISCAL | |
| | | | | * | * | | 19,129 | * | MAR/1999-FEB/2000 | FINAL |
| MARITIMES | 4 | | | * | 45,119* | | | * | ACT FCST TOTAL | FCST |
| | | | | * | * | | 27,538 | * | --- | ---- |
| QUEBEC | | 1 | | * | 137,776* | | | * | RED% | .0 .0 .0 28.2 |
| | | | | * | * | | 83,779 | * | | |
| ONTARIO | 1 | | 1 | * | 166,983* | .50 | .67 | * | RED\$ | .0 .0 .0 344.1 |
| | | | | * | * | .11 | 101,507 | * | | |
| PRAIRIES | 1 | 2 | | * | 126,227* | | | * | FORECAST REMAINING LIABILITY | 0.1 |
| | | | | * | * | | 77,303 | * | | |
| B.C. | | | | * | 57,102* | | | * | FORECAST LIABILITY VS | |
| | 53 | | | * | * | | 34,758 | * | YOUR BUDGET \$ | -131.7 |
| | | | | * | * | | | * | | |
| TOTAL | 6 | 3 | 1 | * | 564,776* | 2000.0 | .67 | 212400* | FORECAST LIABILITY EXCEEDS YOUR | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 50

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

5* RHAPF NO PROFILE

FV : 0.75 LAUNCH DATE: AUG/1986 MONTHS VALID: 156
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 156

GST: NO
MEDIA: NEWS
MEDIA CODE: 509

9939049
SANFACE
Software
Group
2004-11-10 9 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|---------------------------------|-------------------|-------|
| | | | | * | * | | | * | | |
| | | | | * | * | | | * | FISCAL | |
| NFLD. | | | | * | 8* | | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | * | | | * | ACT | FCST |
| MARITIMES | | | | 1 * | 1,331* | | 75 | 91 | --- | ---- |
| | | | | * | * | | .10 | 1,186 | | ---- |
| QUEBEC | | | | 2 * | 465* | 1.50 | 1.84 | * RED% | .0 | .0 |
| | | | | * | * | .22 | 415 | * | | |
| ONTARIO | 18 | | | 57 * | 804* | 42.75 | 52.19 | * RED\$ | .1 | .2 |
| | | | | * | * | 5.90 | 727 | * | | .3 |
| PRAIRIES | | | | 58 * | 1,268* | 43.50 | 53.08 | * FORECAST REMAINING LIABILITY | | 0.8 |
| | | | | * | * | 5.95 | 1,157 | * | | |
| B.C. | | | | * | 432* | | | * COMPARISON TO YOUR BUDGET NOT | | |
| | | | | * | * | | 394 | * AVAILABLE BECAUSE BUDGET | | |
| | | | | * | * | | | * INFORMATION WAS NOT PROVIDED | | |
| TOTAL | 18 | 118 | | * | 4,308* | 88.50 | 108.02 | * | | |
| | | | | * | * | 12.17 | 3,886 | * | | |

I* ROBIN HOOD 2.5KG FLOUR
09216828

FV : 3.49 LAUNCH DATE: DEC/1991 MONTHS VALID: 91
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 92

GST: NO
MEDIA: MISC
MEDIA CODE: 997

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|--------------------------------|-------------------|----------------------------------|
| | | | | * | * | | | * | | |
| | | | | * | * | | | * | FISCAL | |
| NFLD. | | | | * | 6* | | | * | MAR/1999-FEB/2000 | FINAL |
| | | | | * | * | | 19 | * | ACT | FCST |
| MARITIMES | | | | * | 88* | | 304 | * | --- | ---- |
| | | | | * | * | | | * | | ---- |
| QUEBEC | | | | * | 410* | | | * RED% | .4 | .5 |
| | | | | * | * | | 1,367 | * | | .9 |
| ONTARIO | 2 | 3 | | 1 * | 776* | 3.49 | 3.66 | * RED\$ | .0 | .0 |
| | | | | * | * | .10 | 2,669 | * | | .0 |
| PRAIRIES | | | | * | 264* | | | * FORECAST REMAINING LIABILITY | | 0.1 |
| | | | | * | * | | 913 | * | | |
| B.C. | | | | * | 65* | | | * FORECAST LIABILITY VS | | |
| | 54 | | | * | * | | 223 | * YOUR BUDGET \$ | | 3.5 |
| | | | | * | * | | | * | | |
| TOTAL | 2 | 3 | 1 | * | 1,609* | 2.5 | 3.49 | 3.66 | 9115* | FORECAST LIABILITY IS UNDER YOUR |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

ROBIN HOOD FLOUR/BRODIE

FV : 1.00 LAUNCH DATE: JAN/1994 MONTHS VALID: 65 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 67 MEDIA: MISC
MEDIA CODE: 997

09229626

SANFACE
Software
Group
2004-11-10 8:50:314.3.0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|--------------|-------------------------------------|
| | | | | * | * | | | * | FISCAL | |
| NFLD. | 33 | 28 | 24 | * | 585* | .2 | 24.00 | 27.99 | * | MAR/1999-FEB/2000 |
| | 16.5 | 14.0 | 12.0 | * | 292.5* | | 2.51 | 681 | * | ACT FCST TOTAL FCST |
| MARITIMES | 52 | 44 | 39 | * | 2,255* | .6 | 39.00 | 45.58 | * | --- |
| | 8.7 | 7.3 | 6.5 | * | 375.8* | | 4.14 | 2,624 | * | |
| QUEBEC | 76 | 26 | 48 | * | 1,970* | .2 | 48.00 | 56.16 | * | RED% 92.0 99.9 92.0 **.* |
| | 38.0 | 13.0 | 24.0 | * | 985.0* | | 5.17 | 2,297 | * | |
| ONTARIO | 190 | 170 | 158 | * | 9,958* | .3 | 158.00 | 184.45 | * | RED\$ 2.7 3.1 5.8 35.5 |
| | 63.3 | 56.7 | 52.7 | * | 3319.3* | | 16.65 | 11,575 | * | |
| PRAIRIES | 93 | 117 | 88 | * | 4,848* | .9 | 88.00 | 102.82 | * | FORECAST REMAINING LIABILITY 10.2 |
| | 10.3 | 13.0 | 9.8 | * | 538.7* | | 9.35 | 5,642 | * | |
| B.C. | 33 | 58 | 36 | * | 2,130* | .3 | 36.00 | 42.16 | * | FORECAST LIABILITY VS |
| | 11.0 | 19.3 | 12.0 | * | 710.0* | | 3.88 | 2,481 | * | YOUR BUDGET \$ -15.6 |
| | | | | * | * | | | * | | |
| TOTAL | 477 | 443 | 393 | * | 21,746* | 2.5 | 393.00 | 459.16 | 19890* | *** FORECAST EXCEEDS BUDGET BALANCE |
| | 19.1 | 17.7 | 15.7 | * | 869.8* | 85.0 | 41.70 | 25,300 | -5410* | DISTRIBUTION AND/OR BUDGET |
| | | | | | | | | * | | MAY BE INCORRECT |

RH/OM/BRODIE XXX
09229613

FV : 5.00 LAUNCH DATE: FEB/1994 MONTHS VALID: 64 GST: NO
RHA: .1025 EXPIRY DATE: /0000 MONTHS ELAPSED: 66 MEDIA: MISC
MEDIA CODE: 997

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|--------------|----------------------------------|
| | | | | * | * | | | * | FISCAL | |
| NFLD. | | | | 1 * | 18* | .5 | 5.00 | 5.17 | * | MAR/1999-FEB/2000 |
| | | | | .2 * | 3.6* | | .11 | 93 | * | ACT FCST TOTAL FCST |
| MARITIMES | 7 | 4 | | 5 * | 322* | 1.5 | 25.00 | 25.86 | * | --- |
| | .5 | .3 | | .3 * | 21.5* | | .54 | 1,663 | * | |
| QUEBEC | 3 | 4 | | 1 * | 130* | | 5.00 | 5.17 | * | RED% 7.4 8.2 15.6 **.* |
| | | | | * | * | | .11 | 672 | * | |
| ONTARIO | 25 | 14 | 15 | * | 1,414* | .5 | 75.00 | 77.55 | * | RED\$ 1.0 1.1 2.1 16.4 |
| | 5.0 | 2.8 | 3.0 | * | 282.8* | | 1.62 | 7,299 | * | |
| PRAIRIES | 5 | 4 | 6 | * | 454* | | 30.00 | 31.02 | * | FORECAST REMAINING LIABILITY 3.5 |
| | | | | * | * | | .65 | 2,344 | * | |
| B.C. | 55 | 4 | 3 | 1 * | 168* | | 5.00 | 5.18 | * | FORECAST LIABILITY VS |
| | | | | * | * | | .11 | 867 | * | YOUR BUDGET \$ -6.4 |
| | | | | * | * | | | * | | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL RH ALL PURPOSE PREVIOUS ACTIVE

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2004 11 10 9 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|---|---------------------|
| NFLD. | 33 | 28 | 25 | * 47,867* | 24.1 | 29.00 | 33.16 | * | FISCAL |
| | .1 | .1 | .1 | * 198.6* | | 2.62 | 29.563 | * | MAR/1999-FEB/2000 |
| MARITIMES | 76 | 48 | 45 | * 161,098* | 138.7 | 64.75 | 12.35 | * | ACT FCST TOTAL FCST |
| | .1 | | | * 116.1* | | 4.78 | 110,653 | * | --- |
| QUEBEC | 81 | 31 | 51 | * 377,304* | 703.9 | 54.50 | 63.17 | * RED% | .0 .0 .0 29.4 |
| | | | | * 53.6* | | 5.50 | 232,036 | * | |
| ONTARIO | 227 | 212 | 233 | * 595,431* | 1308.9 | 280.24 | 319.19 | * RED\$ | 3.8 4.4 8.2 1278.6 |
| | | | | * 45.5* | | 24.48 | 378,030 | * | |
| PRAIRIES | 113 | 127 | 155 | * 508,335* | 476.8 | 163.00 | 188.94 | * FORECAST REMAINING LIABILITY | 15.0 |
| | | | | * 106.6* | | 16.27 | 336,785 | * | |
| B.C. | 37 | 63 | 38 | * 265,639* | 436.5 | 41.50 | 48.00 | * YOUR BUDGET \$ FOR | |
| | | | | * 60.9* | | 4.09 | 176,626 | * FORECAST OFFERS | 629.4 |
| | | | | * * | | | | * | |
| TOTAL | 567 | 509 | 547 | * 1955,674* | 6691.4 | 632.99 | 724.81 | 629431* FORECAST LIABILITY VS | |
| | | | | * 29.2* | | 57.74 | 1263,693 | -634262* YOUR BUDGET \$ | -649.2 |
| | | | | | | | | * | |
| | | | | | | | | * FORECAST IS TOTAL FOR EACH FORECAST- | |
| | | | | | | | | * ABLE OFFER INCLUDED IN THIS BRAND/ | |
| | | | | | | | | * CATEGORY. TOTALS WILL NOT BE COMPLETE | |
| | | | | | | | | * IF OFFER OR BUDGET DATA HAS NOT BEEN | |
| | | | | | | | | * PROVIDED FOR EVERY OFFER. | |

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NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
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ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

WHEAT/OATFLR

FV : 0.50

LAUNCH DATE: OCT/1990

MONTHS VALID: 100

GST: NO

RHA: .1025

EXPIRY DATE: /0000

MONTHS ELAPSED:106

MEDIA: OPS

MEDIA CODE: 206

09210628

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| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|------------------------------------|--------------|
| NFLD. | | | | * 56* | | | | | FISCAL | |
| MARITIMES | | | | * 842* | | | | | MAR/1999-FEB/2000 | FINAL |
| QUEBEC | 2 | | | * 3,644* | | | | | ACT FCST TOTAL | FCST |
| ONTARIO | 3 | 1 | | * 2,150* | | | 2,415 | | --- | ---- |
| PRAIRIES | | | | * 1,629* | | | 1,424 | | | |
| B.C. | | 1 | | * 736* | | | 1,079 | | * RED% | .0 .0 .0 2.9 |
| TOTAL | 5 | 2 | | * 9,057* | 312.0 | | 6,000 | 7800* | * RED\$ | .0 .0 .0 6.0 |
| | | | | * 2.9* | 5.0 | | | 1800* | * FORECAST REMAINING LIABILITY | 0.0 |
| | | | | | | | | | * FORECAST LIABILITY VS | |
| | | | | | | | | | * YOUR BUDGET \$ | 1.8 |
| | | | | | | | | | * FORECAST LIABILITY IS UNDER YOUR | |
| | | | | | | | | | * BUDGET BAL. | |

TOTAL WHOLE WHEAT PREVIOUS ACTIVE

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST | |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|----------------------------|--------------------------------|--------------|
| NFLD. | | | | * 56* | | | | | FISCAL | |
| MARITIMES | | | | * 842* | | | 37 | | MAR/1999-FEB/2000 | FINAL |
| QUEBEC | 2 | | | * 3,644* | | | 558 | | ACT FCST TOTAL | FCST |
| ONTARIO | 3 | 1 | | * 2,150* | | | 2,415 | | --- | ---- |
| PRAIRIES | | | | * 1,629* | | | 1,424 | | | |
| B.C. | | 1 | | * 736* | | | 1,079 | | * RED% | .0 .0 .0 2.9 |
| TOTAL | 58 | 5 | 2 | * 9,057* | 312.0 | | 6,000 | 7800* | * RED\$ | .0 .0 .0 6.0 |
| | | | | * 2.9* | | | | 1800* | * FORECAST REMAINING LIABILITY | 0.0 |
| | | | | | | | | | * YOUR BUDGET \$ FOR | |
| | | | | | | | | | * FORECAST OFFERS | 7.8 |
| | | | | | | | | | * FORECAST LIABILITY VS | |
| | | | | | | | | | * YOUR BUDGET \$ | 1.8 |

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NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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TOTAL WHOLE WHEAT ACTIVE

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| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|-----------------------------|---------------------------------------|
| -----* | | | | | | | | | |
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | | | | * | 56* | | | * | |
| | | | | * | * | | | * | |
| MARITIMES | | | | * | 842* | | | * | |
| | | | | * | * | | | * | |
| QUEBEC | 2 | | | * | 3,644* | | | * | |
| | | | | * | * | | | * | |
| ONTARIO | 3 | 1 | | * | 2,150* | | | * | |
| | | | | * | * | | | * | |
| PRAIRIES | | | | * | 1,629* | | | * | |
| | | | | * | * | | | * | |
| B.C. | | 1 | | * | 736* | | | * | |
| | | | | * | * | | | * | |
| | | | | * | * | | | * | |
| TOTAL | 5 | 2 | | * | 9,057* | 312.0 | | 7800* | |
| | | | | * | 2.9* | | 6,000 | 1800* | |
| | | | | | | | | | |
| | | | | | | | | | FISCAL |
| | | | | | | | | | MAR/1999-FEB/2000 |
| | | | | | | | | | ACT FCST TOTAL FINAL |
| | | | | | | | | | --- ---- - |
| | | | | | | | | | RED% .0 .0 .0 2.9 |
| | | | | | | | | | RED\$.0 .0 .0 6.0 |
| | | | | | | | | | FORECAST REMAINING LIABILITY 0.0 |
| | | | | | | | | | YOUR BUDGET \$ FOR |
| | | | | | | | | | FORECAST OFFERS 7.8 |
| | | | | | | | | | FORECAST LIABILITY VS |
| | | | | | | | | | YOUR BUDGET \$ 1.8 |
| | | | | | | | | | FORECAST IS TOTAL FOR EACH FORECAST- |
| | | | | | | | | | ABLE OFFER INCLUDED IN THIS BRAND/ |
| | | | | | | | | | CATEGORY. TOTALS WILL NOT BE COMPLETE |
| | | | | | | | | | IF OFFER OR BUDGET DATA HAS NOT BEEN |
| | | | | | | | | | PROVIDED FOR EVERY OFFER. |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
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TOTAL R.H. FLOUR ACTIVE

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Group

2004 11 10 9 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% * TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST |
|-----------|----------|----------|----------|----------------------|-------------------------|----------------------|----------------------|---|--------------------|
| NFLD. | 33 | 28 | 25 | * 47,923* | 24.1 | 29.00 | 33.16 | * | FISCAL |
| | .1 | .1 | .1 | * 198.9* | | 2.62 | 29.600 | * | MAR/1999-FEB/2000 |
| MARITIMES | 76 | 48 | 45 | * 161,940* | 138.7 | 64.75 | 12.35 | * | ACT FCST TOTAL |
| | .1 | | | * 116.8* | | 4.78 | 111,211 | * | --- |
| QUEBEC | 83 | 31 | 51 | * 380,948* | 703.9 | 54.50 | 63.17 | * RED% | .0 .0 .0 28.2 |
| | | | | * 54.1* | | 5.50 | 234,451 | * | |
| ONTARIO | 230 | 213 | 233 | * 597,581* | 1308.9 | 280.24 | 319.19 | * RED\$ | 3.8 4.4 8.2 1284.6 |
| | | | | * 45.7* | | 24.48 | 379,454 | * | |
| PRAIRIES | 113 | 127 | 155 | * 509,964* | 476.8 | 163.00 | 188.94 | * FORECAST REMAINING LIABILITY | 15.0 |
| | | | | * 107.0* | | 16.27 | 337,864 | * | |
| B.C. | 37 | 64 | 38 | * 266,375* | 436.5 | 41.50 | 48.00 | * YOUR BUDGET \$ FOR | |
| | | | | * 61.0* | | 4.09 | 177,113 | * FORECAST OFFERS | 637.2 |
| | | | | * * | | | | * | |
| TOTAL | 572 | 511 | 547 | * 1964,731* | 7003.4 | 632.99 | 724.81 | 637231* FORECAST LIABILITY VS | |
| | | | | * 28.1* | | 57.74 | 1269,693 | -632462* YOUR BUDGET \$ | -647.4 |
| | | | | | | | | * | |
| | | | | | | | | * FORECAST IS TOTAL FOR EACH FORECAST- | |
| | | | | | | | | * ABLE OFFER INCLUDED IN THIS BRAND/ | |
| | | | | | | | | * CATEGORY. TOTALS WILL NOT BE COMPLETE | |
| | | | | | | | | * IF OFFER OR BUDGET DATA HAS NOT BEEN | |
| | | | | | | | | * PROVIDED FOR EVERY OFFER. | |

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 57

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL R.H. FLOUR OLD

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MARKET MAY/1999 JUN/1999 JUL/1999
2004 11 10 9 5 0 314 3 0

| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS\$ REM BUDGET* | NCH FORECAST |
|-----------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|------------------------------|-------------------|
| NFLD. | | | | 276,085* | 5493.7 | | | | FISCAL |
| | | | | 5.0* | | | 245,182 | | MAR/1999-FEB/2000 |
| MARITIMES | 3 | 2 | 1 | 190,841* | 4429.5 | .15 | .33 | | ACT FCST TOTAL |
| | | | | 4.3* | | .11 | 226,535 | | --- |
| QUEBEC | 1 | 2 | 1 | 6,678* | 110.0 | .50 | .67 | RED\$.0 .0 .0 | 786.8 |
| | | | | 6.1* | | .10 | 6,537 | | |
| ONTARIO | 6 | 2 | 5 | 364,603* | 27344.8 | 2.35 | 3.16 | FORECAST REMAINING LIABILITY | 0.2 |
| | | | | 1.3* | | .51 | 272,351 | | |
| PRAIRIES | 5 | 2 | 3 | 30,270* | 541.5 | 1.22 | 1.72 | YOUR BUDGET \$ FOR | |
| | | | | 5.6* | | .31 | 19,356 | FORECAST OFFERS | 669.7 |
| B.C. | 1 | 3 | 1 | 20,243* | 321.5 | 1.00 | 1.16 | | |
| | | | | 6.3* | | .10 | 15,753 | FORECAST LIABILITY VS | |
| | | | | * | * | | | YOUR BUDGET \$ | -116.9 |
| TOTAL | 16 | 11 | 11 | 888,720* | 38241.0 | 5.22 | 7.04 | 669703* | |
| | | | | 2.3* | | 1.13 | 785,714 | -116011* | |

FORECAST IS TOTAL FOR EACH FORECAST-
ABLE OFFER INCLUDED IN THIS BRAND/
CATEGORY. TOTALS WILL NOT BE COMPLETE
IF OFFER OR BUDGET DATA HAS NOT BEEN
PROVIDED FOR EVERY OFFER.

DATE: JUL 27/1999


NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
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TOTAL R.H. FLOUR

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| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BDGT\$ REM BUDGET* | NCH FORECAST |
|--|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|--------------------------------|--------------------|
| <div style="display: flex; justify-content: space-between;"> 2004 11 10 9 5 0 314 3 0  </div> | | | | | | | | | |
| NFLD. | 33 | 28 | 25 | * 324,008* | 5517.8 | 29.00 | 33.16 | * | FISCAL |
| | | | | * 5.9* | | 2.62 | 274.782 | * | MAR/1999-FEB/2000 |
| MARITIMES | 79 | 50 | 46 | * 352,781* | 4568.2 | 64.90 | 12.68 | * | ACT FCST TOTAL |
| | | | | * 7.7* | | 4.89 | 337,746 | * | --- |
| QUEBEC | 84 | 33 | 52 | * 387,626* | 813.9 | 55.00 | 63.84 | * RED\$ | 3.8 4.4 8.2 2071.4 |
| | | | | * 47.6* | | 5.60 | 240,988 | * | |
| ONTARIO | 236 | 215 | 238 | * 962,184* | 28653.7 | 282.59 | 322.35 | * FORECAST REMAINING LIABILITY | 15.2 |
| | | | | * 3.4* | | 24.99 | 651,805 | * | |
| PRAIRIES | 118 | 129 | 158 | * 540,234* | 1018.3 | 164.22 | 190.66 | * YOUR BUDGET \$ FOR | |
| | | | | * 53.1* | | 16.58 | 357,220 | * FORECAST OFFERS | 1306.9 |
| B.C. | 38 | 67 | 39 | * 286,618* | 758.0 | 42.50 | 49.16 | * | |
| | | | | * 37.8* | | 4.19 | 192,866 | * FORECAST LIABILITY VS | |
| | | | | * * | | | | * YOUR BUDGET \$ | -764.3 |
| TOTAL | 588 | 522 | 558 | * 2853,451* | 45244.4 | 638.21 | 731.85 | 1306934* | |
| | | | | * 6.3* | | 58.87 | 2055,407 | -748473* | |

FORECAST IS TOTAL FOR EACH FORECAST-
 * ABLE OFFER INCLUDED IN THIS BRAND/
 * CATEGORY. TOTALS WILL NOT BE COMPLETE
 * IF OFFER OR BUDGET DATA HAS NOT BEEN
 * PROVIDED FOR EVERY OFFER.

DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

PAGE: 59

PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

TOTAL COUPONS PAID

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| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|--------------------------------|---|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | 66 | 59 | 38 | * 408,850* | 10085.2 | 41.00 | 47.31 | * | FISCAL |
| | | | | * 4.1* | | 3.98 | 316.691 | * | MAR/1999-FEB/2000 |
| MARITIMES | 354 | 180 | 154 | * 580,163* | 16683.5 | 150.65 | 176.39 | * | ACT FCST TOTAL |
| | | | | * 3.5* | | 16.12 | 472,408 | * | --- |
| QUEBEC | 1,375 | 550 | 456 | * 887,880* | 7171.2 | 431.52 | 507.63 | * RED\$ | 33.2 24.1 57.3 3650.7 |
| | | | | * 12.4* | | 47.74 | 537,874 | * | |
| ONTARIO | 1,763 | 2,897 | 1,944 | * 1831,545* | 64241.1 | 1282.01 | 1604.61 | * FORECAST REMAINING LIABILITY | 45.0 |
| | | | | * 2.9* | | 201.72 | 1171,493 | * | |
| PRAIRIES | 1,286 | 5,008 | 1,824 | * 1154,360* | 19420.4 | 1107.88 | 1410.96 | * YOUR BUDGET \$ FOR | |
| | | | | * 5.9* | | 189.51 | 753,627 | * FORECAST OFFERS | 2998.1 |
| B.C. | 870 | 1,411 | 1,165 | * 533,316* | 8056.1 | 746.50 | 940.14 | * | |
| | | | | * 6.6* | | 121.09 | 353,471 | * FORECAST LIABILITY VS | |
| | | | | * | | | | * YOUR BUDGET \$ | -651.9 |
| TOTAL | 5,714 | 10,105 | 5,581 | * 5396,114* | 149529.5 | 3759.56 | 4687.04 | 2998142* | |
| | | | | * 3.6* | | 580.16 | 3605,564 | -607422* | FORECAST IS TOTAL FOR EACH FORECAST- |
| | | | | | | | | | * ABLE OFFER INCLUDED IN THIS BRAND/ |
| | | | | | | | | | * CATEGORY. TOTALS WILL NOT BE COMPLETE |
| | | | | | | | | | * IF OFFER OR BUDGET DATA HAS NOT BEEN |
| | | | | | | | | | * PROVIDED FOR EVERY OFFER. |

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NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

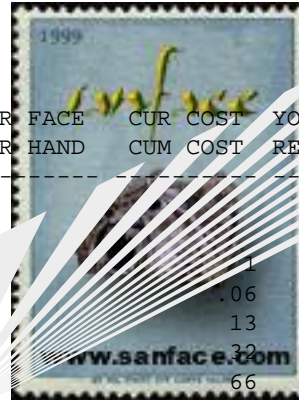
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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

EXPIRED

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| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS REM BUDGET* | NCH FORECAST | FISCAL | MAR/1999-FEB/2000 | FINAL |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|---------------------------|---------------------------------------|--------|-------------------|-------|
| | | | | | | | | | | | | |
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | | | | |
| NFLD. | 1 | 2 | | * | 11* | | | * | | | | |
| | | | | * | * | | | * | | | | |
| MARITIMES | 7 | 8 | 1 | * | 208* | | | * | | | | |
| | | | | * | * | | | * | | | | |
| QUEBEC | 12 | 4 | 5 | * | 1,069* | | | * | RED\$ | .0 | .0 | .4 |
| | | | | * | * | | | * | | | | |
| ONTARIO | 33 | 39 | 23 | * | 1,638* | | 1.39 | * | FORECAST REMAINING LIABILITY | | | 0.1 |
| | | | | * | * | | 102 | * | | | | |
| PRAIRIES | 15 | 24 | 15 | * | 1,019* | | .94 | * | YOUR BUDGET \$ FOR | | | |
| | | | | * | * | | 64 | * | FORECAST OFFERS | | | 0.0 |
| B.C. | 10 | 10 | 11 | * | 744* | | .71 | * | | | | |
| | | | | * | * | | 46 | * | | | | |
| | | | | * | * | | | * | | | | |
| TOTAL | 78 | 87 | 55 | * | 4,689* | | 3.42 | * | FORECAST IS TOTAL FOR EACH FORECAST- | | | |
| | | | | * | * | | 292 | * | ABLE OFFER INCLUDED IN THIS BRAND/ | | | |
| | | | | | | | | * | CATEGORY. TOTALS WILL NOT BE COMPLETE | | | |
| | | | | | | | | * | IF OFFER OR BUDGET DATA HAS NOT BEEN | | | |
| | | | | | | | | * | PROVIDED FOR EVERY OFFER. | | | |



DATE: JUL 27/1999

NCH PROMOTIONAL SERVICES LTD. COUPON REDEMPTION REPORT
FOR
ROBIN HOOD MULTIFOODS INC.

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PERIOD FROM-JUN 23/1999
TO -JUL 27/1999

NOT APPROVED

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| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS REM BUDGET* | NCH FORECAST | FISCAL | MAR/1999-FEB/2000 | FINAL |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|---------------------------|--------------|--------|-------------------|-------|
| | | | | | | | | | | | | |
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | | | | |
| NFLD. | | | | * | 1* | | | * | | | | |
| MARITIMES | | | | * | 2* | | | * | | | | |
| QUEBEC | | | | * | 2* | | | * | | | | |
| ONTARIO | | 2 | 2 | * | 32* | | .13 | * | | | | |
| PRAIRIES | 2 | 1 | 1 | * | 45* | | .06 | * | | | | |
| B.C. | | | | * | 7* | | 3 | * | | | | |
| TOTAL | 2 | 3 | 3 | * | 89* | | .19 | * | | | | |
| | | | | * | * | | 5 | * | | | | |

* FORECAST REMAINING LIABILITY 0.0
 * YOUR BUDGET \$ FOR
 * FORECAST OFFERS 0.0
 * FORECAST IS TOTAL FOR EACH FORECAST-
 * ABLE OFFER INCLUDED IN THIS BRAND/
 * CATEGORY. TOTALS WILL NOT BE COMPLETE
 * IF OFFER OR BUDGET DATA HAS NOT BEEN
 * PROVIDED FOR EVERY OFFER.

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PERIOD FROM-JUN 23/1999
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TOTAL ROBIN HOOD MULTIFOODS INC.

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| MARKET | MAY/1999 | JUN/1999 | JUL/1999 | RED.#/% TO DATE | DIST(000) *EXP RED % | CUR FACE CUR HAND | CUR COST CUM COST | YOUR BGDTS REM BUDGET* | NCH FORECAST |
|--------------------------|----------|----------|----------|--------------------|-------------------------|----------------------|----------------------|--------------------------------|-----------------------|
| 2004 11 10 9 5 0 314 3 0 | | | | * | * | | | * | |
| NFLD. | 67 | 61 | 38 | * 408,862* | 10085.2 | 41.00 | 47.31 | * | |
| | | | | * 4.1* | | 3.98 | 316.692 | * | |
| MARITIMES | 361 | 188 | 155 | * 580,373* | 16683.5 | 150.65 | 176.45 | * | |
| | | | | * 3.5* | | 16.12 | 472,421 | * | |
| QUEBEC | 1,387 | 554 | 461 | * 888,951* | 7171.2 | 431.52 | 507.95 | * RED\$ | 33.2 24.1 57.3 3651.1 |
| | | | | * 12.4* | | 47.74 | 537,940 | * | |
| ONTARIO | 1,796 | 2,938 | 1,969 | * 1833,215* | 64241.1 | 1282.01 | 1606.13 | * FORECAST REMAINING LIABILITY | 45.1 |
| | | | | * 2.9* | | 201.72 | 1171,597 | * | |
| PRAIRIES | 1,303 | 5,033 | 1,840 | * 1155,424* | 19420.4 | 1107.88 | 1411.96 | * YOUR BUDGET \$ FOR | |
| | | | | * 5.9* | | 189.51 | 753,694 | * FORECAST OFFERS | 2998.1 |
| B.C. | 880 | 1,421 | 1,176 | * 534,067* | 8056.1 | 746.50 | 940.85 | * | |
| | | | | * 6.6* | | 121.09 | 353,517 | * FORECAST LIABILITY VS | |
| | | | | * * | | | | * YOUR BUDGET \$ | -652.3 |
| TOTAL | 5,794 | 10,195 | 5,639 | * 5400,892* | 149529.5 | 3759.56 | 4690.65 | 2998142* | |
| | | | | * 3.6* | | 580.16 | 3605,861 | -607719* | |

FORECAST IS TOTAL FOR EACH FORECAST-
* ABLE OFFER INCLUDED IN THIS BRAND/
* CATEGORY. TOTALS WILL NOT BE COMPLETE
* IF OFFER OR BUDGET DATA HAS NOT BEEN
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NCH PROMOTIONAL SERVICES LTD.
FOR
ROBIN HOOD MULTIFOODS INC.

CLIENT OFFER INDEX

NCH CONTACT: JOHANNE PRIMEAU

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2004 11 10 9 5 0 314 3 0

| OFFER NUMBER | DESCRIPTION | TAX CREDIT INDICATOR | PAGE |
|--------------|---|-------------------------|------|
| 0921015 | J* FLAKY FLOUR COUPON BAG (0934838) | N | 1 |
| 09210628 | WHEAT/OATFLR | N | 54 |
| 09216828 | I* ROBIN HOOD 2.5KG FLOUR | N | 50 |
| 09229613 | RH/OM/BRODIE XXX | N | 51 |
| 09229626 | ROBIN HOOD FLOUR/BRODIE | N | 51 |
| 09232307 | RH ANGEL FOOD CAKE MIX | N | 14 |
| 09232310 | DESSERT BARS | N | 22 |
| 09232323 | RH LOW FAT MUFFIN MIX | N | 22 |
| 09232349 | LOAF & MUFFIN MIX | N | 21 |
| 0923437 | RHAP FLOUR BK/SV NATIONAL FALL | N | 47 |
| 09236556 | RED RIVER CEREAL NP | N | 41 |
| 09236569 | RED RIVER CEREAL NP | N | 41 |
| 09241594 | RH NANAIMO BARS SAVE \$1.00 ANY VARIETY | N | 25 |
| 09241608 | DUNCAN HINES MIX & FROSTING SAVE \$1.00 | N | 25 |
| 09241611 | RH ANGLE FOOD CAKE MIX NP | N | 15 |
| 09241624 | BREAD FLOUR NP | N | 34 |
| 09241637 | ANY ROBIN HOOD PRODUCT NP | N | 40 |
| 09241770 | RH ANGEL FOOD CAKE | N | 12 |
| 09241783 | LOW FAT MUFFINS RH SAVE .50 ANY VARIETY | N | 24 |
| 09241796 | ROBIN HOOD ANGEL FOOD MIX NP | N | 15 |
| 09241800 | BREAD FLOUR NP | N | 35 |
| 09241914 | RH ANGEL FOOD \$0.50 OFF | N | 12 |
| 09241927 | NANAIMO BARS NP | N | 24 |
| 09241930 | KIT POUR MAISON DE PAIN NP | N | 23 |
| 09241943 | ROBIN HOOD LOW FAT MUFFINS NP | N | 23 |
| 09241956 | ROBIN HOOD ANGEL CAKE MIX NP | N | 14 |
| 0930049 | 5* RHAPF NO PROFILE | N | 50 |
| 0933111 | FESTIVE MEMORIES | N | 48 |
| 0933257 | P* RHAPF MISC REGIONAL HNDOUTS | N | 49 |
| 0933279 | RHAPF-COUPON BAG | N | 49 |
| 0934930 | FY84 FLAKY-FLOUR COUPON BAG | N | 2 |
| 0936261 | J* R.H. ALL PURPOSE FLOUR NAT. | N | 48 |
| 0950327 | R.H. FLAKY PIE CRUST MIX | N | 2 |



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