

# SELLERS SOURCE

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Type	Industry	Company Info	Summary
Sponsorship	CPG: Beverage	<b>Odwalla, Inc.</b> 120 Stone Pine Rd. Half Moon Bay, CA 94019 Phone: 650-726-1888 www.odwalla.com www.odwalla.com/plantatree	<b>Through a national campaign sponsored by Odwalla, the all-natural juice and smoothie company, thousands of trees will be planted in Pennsylvania state parks and elsewhere.</b> The "Plant a Tree" campaign allows people from across the country to cast a free vote at Odwalla's website for trees to be planted in the state of their choice. For each vote, Odwalla vows to plant a tree within that state's park system. Odwalla is devoting \$200,000 – or 175,000 trees – for the national campaign, and it will end when the allotted money runs out.
News	CPG: Beverage	<b>The Coca-Cola Company</b> 1 Coca-Cola Plaza Atlanta, GA 30313 Phone: 404-676-2121 www.thecoca-colacompany.com	<b>Minute Maid Co. showed off the repackaging of its Minute Maid Premium Orange Juice product.</b> Changes to the new 128 fl. oz. and 89 fl. oz. bottles include clear packaging, more color, a larger handle and sleeker design allowing for the bottle to fit on the top shelf and in the door of average household refrigerators, Minute Maid said. Minute Maid has also introduced the 128 fl. oz. bottle in its Minute Maid Premium Lemonades and Fruit Drinks products.
New Product	CPG: Beverage	<b>Thomas Kemper Soda Company</b> 2750 Nw 31st Ave Portland, OR 97210 Phone: 503-517-8636 www.tksoda.com	<b>The northwest maker of premium craft brewed soda, Thomas Kemper Soda, announced the launch of its new Purely Natural Soda in Whole Foods Market stores.</b> Brewed by with all-natural ingredients including honey, fruit juice and spices, Purely Natural Sodas are caffeine and gluten free, contain no preservatives or artificial ingredients, and are lightly sweetened with cane sugar. "Thomas Kemper Soda is well known for premium ingredients and hand-crafted taste", said Bill Germano, President and CEO of Thomas Kemper Soda Co.; "moving into Whole Foods Market seemed like a natural evolution to us as well as to our loyal customers."
News	CPG: Food	<b>Cargill, Incorporated</b> 15407 McGinty Rd. West Wayzata, MN 55391 Phone: 952-742-7575 Fax: 952-742-7393 www.cargill.com <b>ConAgra Foods, Inc.</b> 1 ConAgra Dr. Omaha, NE 68102 Phone: 402-240-4000	<b>The food industry's giant salt producers, including Cargill and ConAgra, are getting involved with fighting current efforts to induce food companies and consumers to cut salt from their diets.</b> As health professionals urge processed-food companies to cut back, producers are working both behind the scenes and very publicly to promote the benefits of salt. With salt under attack for its ill effects on the nation's health, the food giant Cargill kicked off a campaign to spread its own message. "Salt is a pretty amazing compound," Alton Brown, a Food Network star, gushes in a Cargill video called Salt 101. "So make sure you have plenty of salt in your kitchen at all times." The campaign by Cargill, which both produces and uses salt, promotes salt as "life enhancing" and suggests sprinkling it on foods as varied as chocolate cookies, fresh fruit, ice cream and even coffee. The food industry releases some 10,000 new products a year, the Department of Agriculture

		Fax: 402-240-4707 www.conagrafoods.com	has reported, and processed foods, along with restaurant meals, now account for roughly 80 percent of the salt in the American diet.
New Product	CPG: Food	<b>Mars, Incorporated</b> 6885 Elm St. McLean, VA 22101 Phone: 703-821-4900 Fax: 703-448-9678 www.mars.com	<b>Mars reports that it is introducing M&amp;M's Pretzel Chocolate Candies, calling it one of its biggest product launches in a decade.</b> Print, digital and TV ads will feature the Orange M&M panicking because he has a pretzel inside of him. Mars is also American Idol's official sponsor during its 49-city tour, which begins July 1. M&M's will have signage and presence at all of the stops. In addition to the American Idol tie-in, M&M's Pretzel Chocolate Candies will be featured on Nascar driver Kyle Busch's car, No. 18, during his next two competitions in the Sprint Cup Series.
Promo	CPG: HBC	<b>Kimberly-Clark Corporation</b> 351 Phelps Dr. Irving, TX 75038 Phone: 972-281-1200 Fax: 972-281-1490 www.kimberly-clark.com www.Depend.com	<b>Kimberly-Clark announced that it has begun a four-month campaign to raise money for prostate cancer research and education. Kimberly-Clark is the maker of Depends. The company will donate a portion of proceeds from Depend Underwear for Men and Depend Guards for Men purchases to ZERO, The Project to End Prostate Cancer.</b> Through 2010, proceeds from the purchase of each package of Depend Underwear for Men and Depend Guards for Men will contribute to a total donation of \$250,000 to ZERO to help fund education and research initiatives. Working with the campaign will be Hall of Fame quarterback Jim Kelly, pro-baseball legend and Hall of Fame shortstop Ozzie Smith and Hockey Hall of Famer Mike Bossy.
New Service	CPG: HBC / Healthcare	<b>Colgate-Palmolive Company</b> 300 Park Ave. New York, NY 10022 Phone: 212-310-2000 Fax: 212-310-2475 www.colgate.com	<b>Colgate-Palmolive reports that it is working with the Hispanic Dental Association to promote oral-health education through bilingual materials and activities.</b> The company will mark Oral Health Month by providing free dental screenings and education throughout the country by way of traveling dental vans. The Hispanic population has become the largest minority group in the United States, resulting in an increase in oral healthcare demands. In fact, minority populations bear a disproportionate burden of oral disease in the United States, according to a recent report by the U.S. Surgeon General. "Due to language barriers, lack of familiarity and low dental insurance coverage levels, our Latino population continues to experience difficulty in accessing oral healthcare services and education," stated Carla Kelly, general manager of U.S. multicultural marketing for Colgate-Palmolive.
New Product	Gaming	<b>Sony Corporation of America</b> 550 Madison Ave. New York, NY 10022 Phone: 212-833-6722 Fax: 212-833-6938 www.sony.com	<b>On June 10, Sony will commence selling four 3-D video games that can be played on its PlayStation 3 gaming consoles.</b> The games – "Mr. Pain," "Star Strike HD," "WipEout HD" and "MotorStorm2" – will initially be available only in Japan, but the U.S. market will be added soon. As analysts are showing, when more TV makers introduce 3-D televisions this year, it will highlight the electronics and content industries' chicken-and-egg problem. Without 3-D content, why should consumers pay the extra money for a new 3-D set? Without a consumer base of 3-D-ready home electronics, why should content makers make 3-D content? Sony sees its 35 million-plus PlayStation 3 game consoles as one way around that problem. In April, Sony released a software update for the PS3 so it can start playing 3-D videogames.

<b>New Product</b>	<b>Goods: Electronic</b>	<b>etón Corporation</b> 1015 Corporation Way Palo Alto, CA 94303 PH: 650.903.3866 FX: 650.903.3867 www.etoncorp.com	<b>etón Corporation has introduced what it calls the industry's first solar-powered iPod/iPhone-docking speaker system, the \$199 Soulra.</b> The portable AC/DC system with a rechargeable lithium-ion battery will be available early this month (June) in Apple stores, Amazon, Crutchfield, Frontgate, Hammacher Schlemmer, L.L. Bean and other outlets, the company said. The iPod/iPhone-certified system joins the company's outdoor solar-powered emergency radios. The water- and dust-resistant Soulra comes with a rubberized aluminum case with front door the closes over a docked iPod or iPhone, which can be controlled from behind the door by a supplied remote. The remote controls track up/down as well as pause, volume, and bass/treble, volume, bass, and switching between the docked iPod and a 3.5mm aux input.
<b>New Product</b>	<b>Goods: Electronic</b>	<b>Panasonic Corporation</b> 1 Panasonic Way Secaucus, NJ 07094 Phone: 201-348-7000 Fax: 201-348-7016 http://panasonic.net	<b>Panasonic announced that it is now shipping its full line of VT25 3-D plasma TV sets, which come in 50-, 54-, 58- and 65-inch screen sizes.</b> The models in the series feature 5,000,000:1 native contrast ratio, full 1080p resolution to each eye in 3-D, a refresh rate of 600 Hz and THX-certified Cinema Mode. All of these models are now shipping to dealers with on-floor sales support. The company, according to Julie Baumann, Panasonic TV product manager, will not allow its 3D TVs or Blu-ray players to be sold online, thus to encourage consumers to come into stores to get the full immersive "3D experience". To support its 3D positions, Panasonic is a primary sponsor for DirecTV's three soon-to-air 3D channels, which will go live shortly.
<b>New Product</b>	<b>Goods: Electronic</b>	<b>Panasonic Corporation</b> 1 Panasonic Way Secaucus, NJ 07094 Phone: 201-348-7000 Fax: 201-348-7016 http://panasonic.net <b>Nikon Corporation</b> 1300 Walt Whitman Rd. Melville, NY 11747 Phone: 631-547-4200 Fax: 631-547-4025 www.nikon.com <b>Sony Corporation of America</b> 550 Madison Ave. New York, NY 10022 Phone: 212-833-6722 Fax: 212-833-6938 www.sony.com	<b>Pocket-size cameras with advanced features that challenge digital SLR models have been introduced by three major players.</b> These include the Panasonic Lumix DMC-ZS7, the Nikon Coolpix S8000 and the Sony Cyber-shot DSC-HX5. The Panasonic Lumix DMC-ZS7, at about \$300, features a 16X zoom (superwide angle 25mm to 300mm), 12-megapixel sensor, 3-inch LCD, image stabilization and built-in GPS receiver. Video can be shot via AVCHD Lite (meaning clips won't open in QuickTime Player or Windows Media Player) with 720p high-definition video. The Nikon Coolpix S8000, at about \$260, features a 10X zoom (30mm to 300mm), 14-megapixel sensor, 3-inch LCD, image stabilization and video with 720p high-definition resolution in a format that can be opened in Windows Media Player or QuickTime Player. The Sony Cyber-shot DSC-HX5, at about \$330, features a 10X zoom (25mm to 250mm), 10-megapixel sensor, 3-inch LCD, image stabilization, built-in GPS, with AVCHD video in 1080p high-definition.
<b>News</b>	<b>Goods: Electronic</b>	<b>Sony Electronics, Inc.</b> 16530 Via Esprillo San Diego, CA 92127	<b>Sony Electronics reports that it is ready to use the CEA Line Shows on June 22 and 23 in New York as a major showcase of its 3-D capabilities.</b> The company intends to demonstrate its full line of 3-D Bravia LCD TVs, Blu-ray players and other products and will present a live feed from



		Phone: 858-942-2400 <a href="http://news.sel.sony.com/en">http://news.sel.sony.com/en</a>	the World Cup that uses the company's 3-D broadcasting technology. "Sony is the only company that can capture the excitement of motion pictures and live action sports in 3D – and then deliver the enhanced consumer experience at home," said Michael Fasulo, Executive Vice President and Chief Marketing Officer, Sony Electronics.
New Product	Goods: Electronic	<b>Toshiba America, Inc.</b> 1251 Avenue of the Americas Ste. 4110 New York, NY 10020 Phone: 212-596-0600 Fax: 212-593-3875 <a href="http://www.toshiba.com">www.toshiba.com</a>	<b>Toshiba has introduced 3 the BDX2500 and the BDX2700 Blu-ray disc players, both of which can up-convert standard DVDs to full 1080p resolution.</b> The two players also enable access to websites such as Netflix, Vudu, Blockbuster On Demand and Pandora Internet Radio. And both players playback HD images in up to FullHD 1080p/24 fps resolution with built-in decoding of Dolby TrueHD and DTS-HD Master Audio Essential via analog 7.1 channel audio outputs (or HDMI passthrough), and DVD up-conversion. "The idea of home entertainment now goes beyond being able to watch crisp, high-definition video," said Jodi Sally, marketing VP. "With the BDX2500 and BDX2700, we are providing consumers an extreme entertainment experience by offering the ability to stream music and video from a multitude of choices."
New Product	Goods: Electronics	<b>Panasonic Corporation</b> 1 Panasonic Way Secaucus, NJ 07094 Phone: 201-348-7000 Fax: 201-348-7016 <a href="http://panasonic.net">http://panasonic.net</a>	<b>Panasonic has introduced its first-ever fully wireless home theater system. The dual-speaker system is meant to work with Panasonic's new Full HD 3D TVs and Blu-ray players.</b> The SC-ZT2 features Dolby TrueHD and DTS HD 7.1-channel surround sound through the two speakers, which include an integrated long-stroke woofer. The speakers come incorporated into two slim poles, and connect to a wireless receiver. The SC-ZT2 is available now at an MSRP of \$999.95. The company announced its first two surround bar home theater speaker systems, the SC-HTB10 and SC-HTB500, also meant to work with 3D TVs and Blu-ray players. The two systems carry MSRPs of \$199.95 and \$349.95; the former is available this month and the latter will arrive in August.
Promo / Co-op	Goods: Home and Garden	<b>Exmark Manufacturing Co., Inc.</b> 2101 Ashland Ave. Beatrice, NE 68310 Phone: 402-223-6300 Fax: 402-223-6384 <a href="http://www.exmark.com">www.exmark.com</a>	<b>Dealers of Exmark outdoor power equipment will want to advertise the manufacturer's spring retail financing offers on select mowing equipment.</b> Exmark dealers may be eligible to have a portion of their local ad costs reimbursed using their Exmark's co-op advertising funds. Terms may vary by region. The financing promotion is effective through 7/31/2010.
New Product	Home Improvement	<b>AS America, Inc.</b> 1 Centennial Ave. Piscataway, NJ 08855 Phone: 800-442-1902 <a href="http://www.americanstandard-us.com">www.americanstandard-us.com</a>	<b>American Standard Brands has introduced the Extender line of flush-mounted, multifunction body sprays that provide the choice of three spray patterns and incorporate an auto-retract feature.</b> The spray head automatically extends from the wall when the water is turned on and retracts when it is turned off. Once extended, users can easily adjust the spray angle by 30 degrees, as well as select a full, massage or combination spray pattern. When not in use, the flush mount design has just a 1/2-inch profile. The Extender spray has a 1.5 gallons per minute (gpm) maximum flow rate and can be quickly installed in standard 2-1/4-inch rough-ins with no special tools.
New Product	Home Improvement	<b>Moen Incorporated</b> 25300 Al Moen Dr.	<b>ShowHouse by Moen now offers lighting fixtures to complement four of its most popular bathroom collections: the traditional styled Waterhill, the "geometric yet flowing" Felicity</b>

		North Olmsted, OH 44070 Phone: 440-962-2000 Fax: 440-962-2761 www.moen.com	<b>line, the transitional styled Savvy, and the cylindrical Solace line.</b> One-, two- or three-light configurations of the Solace lighting fixtures can be mounted vertically or horizontally. Quick-connect wiring allows installers to pre-wire the light fixture to the junction box. The UL-listed fixtures are backed by ShowHouse's limited-lifetime warranty.
New Product	IT: Hardware	<b>Gateway, Inc.</b> 7565 Irvine Center Dr. Irvine, CA 92618 Phone: 949-471-7000 Fax: 949-471-7041 www.gateway.com	<b>Gateway's new 13.3-inch EC339C and 14-inch ID49C08u laptops feature a touchpad that glows blue when it is touched; they also have integrated mouse buttons and a dedicated social-networking key on their keyboards.</b> The key launches a social networking widget that allows for adding Facebook, YouTube and Flickr feeds to a timeline. Internally, the EC39C features a Core i5 ULV processor and NVIDIA Optimus for switching between the GeForce 310 GPU and Intel's integrated HD graphics. The ID49C08u has a standard voltage Core i5, 4GB of RAM, a 500GB hard drive and an onboard optical drive.
New Product	IT: Hardware	<b>MSI Computer Corporation</b> 901 Canada Court City of Industry, CA 91748 (626) 913-0828 www.msicomputer.com http://us.msi.com/ <b>ASUSTeK Computer, Inc.</b> 800 Corporate Way Fremont, CA 94539 Phone: 510-739-3777 Fax: 510-608-4555 www.asus.com	<b>MSI reported some details of its upcoming Wind Pad tablet computer, which will be released this year. Asustek's Asus brand also provided details about its tablet-style Eee Pad, which the manufacturer says will begin shipping early next year.</b> Both are intended to compete with Apple's iPad. MSI's Wind Pad will be available with Windows 7 or Google's Android operating system. The latter model will be less expensive, and both versions will feature a 10-inch touchscreen. MSI will use a 1.66-GHz Intel Atom processor to power its Wind Pads, which will come with 2 GB of system memory and a 32-GB solid-state drive. Prices are expected to be less than \$500. Asus will use the Windows OS for its first tablet-style computer, called the Eee Pad. One model will feature a 12-inch touchscreen and run Windows 7 Home Premium, while a 10-inch version will run a slimmer version of the operating system. The larger model will be powered by a low-voltage Intel Core 2 Duo processor.
New Service	IT: Telecom	<b>Verizon Communications, Inc.</b> 140 West St. New York, NY 10007 Phone: 212-395-1000 www.verizon.com	<b>Verizon Communications announced that it is initiating its FiOS Digital Voice service across 11 states and the District of Columbia.</b> The service's nearly two dozen features include caller ID, call screening and a Web-based call-manager tool. Verizon plans to bundle the service as part of a triple- or quadruple-play package. Verizon is deploying the new service to give customers new reasons to keep wireline voice capability in their homes. "FiOS Digital Voice sets the standard in the same way that FiOS TV and Internet have, by offering features that others only hope to offer," Eric Bruno, Verizon vice president of consumer product management and development, said.
New Service	IT: Telecom / B2B	<b>Sprint Nextel Corporation</b> 6200 Sprint Pkwy. Overland Park, KS 66251 Phone: 913-624-6000 www.sprint.com	<b>Sprint Nextel announced that it has expanded the reach of its Ethernet services to Baltimore, parts of New Jersey and to Stockton, CA, and has broadened its coverage in 10 other markets.</b> The company says it plans to provide dedicated Internet access and MPLS – a mode of carrying data from node to node – to almost 75% of the U.S. enterprise market. Sprint's announcement that it is expanding its Ethernet footprint is driven largely by the desire to open the company's MPLS and dedicated Internet access services to a broader market by increasing the availability of high-speed Ethernet access to those services.

<b>New Product</b>	IT: Wireless	<b>Dell, Inc.</b> 1 Dell Way Round Rock, TX 78682 Phone: 512-338-4400 Fax: 512-283-6161 www.dell.com	<b>Just after releasing its Kno, a tablet for the college market, Dell is introducing another take on the compact tablet computer. Called The Streak, the new device has a 5-inch touchscreen.</b> Many people will see the Streak, which runs Google's Android OS, more as a large phone than a tablet computer. In fact, The Streak is only slightly larger than another Android phone, the HTC EVO 4G, which just debuted at Sprint stores. The Streak comes with 3G and Wi-Fi and is intended to be sold like a phone with a carrier subsidy and a two-year plan. Dell plans to introduce the device first in Europe and then in the United States at the end of July.
<b>New Product</b>	IT: Wireless	<b>Motorola, Inc.</b> 1303 E. Algonquin Rd. Schaumburg, IL 60196 Phone: 847-576-5000 www.motorola.com	<b>Motorola has introduced the Flipout, a compact Android 2.1-based, square-shaped smartphone that in appearance, at least, is a departure from most other mobile phones.</b> The Flipout, has a pivot design that opens to reveal a five-row QWERTY keypad with a separate row for numeric keys. "It definitely is different; it mirrors the Nokia Twist, a square phone that twists up with the traditional form factor with the keyboard below the screen," said Chris Hazelton, an analyst with the 451 Group, adding that this is the first time Motorola has offered a square-shaped phone. The difference, he said, is that the Twist is more of a feature phone and "not as capable as the Flipout, which can also access the Android marketplace for apps."
<b>New Product</b>	IT: Wireless	<b>Sprint Nextel Corporation</b> 6200 Sprint Pkwy. Overland Park, KS 66251 Phone: 913-624-6000 www.sprint.com	<b>The first so-called 4G phone to hit U.S. shores, the HTC Evo 4G from Sprint Nextel, has just arrived.</b> Customers can now purchase the Evo at retail stores, online from Sprint and through RadioShack, Best Buy and Walmart retail outlets. The device will cost \$199.99 with a two-year service agreement and after a \$100 mail-in rebate with a new line activation or eligible upgrade. The HTC EVO 4G features the increasingly popular Android platform, Android 2.1, a 4.3-inch touchscreen, simultaneous voice and data capability in 4G or Wi-Fi coverage areas, 1 GHz Snapdragon processor, an 8-megapixel auto-focus camera with HD-capable video camcorder and a forward-facing 1.3-megapixel camera.
<b>New Product</b>	Media: TV / Children's	<b>Discovery Communications, Inc.</b> 1 Discovery Place Silver Spring, MD 20910 Phone: 240-662-2000 Fax: 240-662-1868 http://corporate.discovery.com <b>Hasbro, Inc.</b> 1027 Newport Ave. Pawtucket, RI 02862 Phone: 401-431-8697 Fax: 401-431-8535 www.hasbro.com	<b>The soon-to-debut children's network The Hub, a joint venture between Discovery and Hasbro, reported that it has acquired two more original series.</b> "Pictureka!" will be a contest series based on a Hasbro board game in which contestants find disguised. A musical preschool series, "The Adventures of Chuck and Friends," is about an animated truck and his friends. "With this original live-action game show and an adored children's favorite coming to television for the first time, we are expanding our lineup and bringing together unique programming content that fulfills our core mission," said Hub CEO Margaret Loesch.
<b>New Service</b>	Media: TV / Internet	<b>MTV Networks Company</b> 1515 Broadway	<b>MTV announced that it is launching a series of channels called "Posted" on MTV.com, VH1.com and CMT.com, each of which will focus, for one month, on a single music artist's</b>



		New York, NY 10036 Phone: 212-258-8000 Fax: 212-846-1804 www.mtv.com	<b>social-media activities.</b> Artists will change each month. The channels, which will be sponsored by AT&T, will stream the artists' activity on Twitter, Facebook and Foursquare, as well as photos and videos. MTV Networks says it wants to establish its Web properties as the go-to outlets for fans to track all of their favorite artists' social media activities.
<b>New Product</b>	<b>Media: TV / Sports</b>	<b>Tribune Company</b> 435 N. Michigan Ave. Chicago, IL 60611 Phone: 312-222-9100 Fax: 312-222-1573 www.tribune.com	<b>The Tribune Company has signed a deal with the NFL Network by which eight Tribune-owned TV stations will be allowed to carry six local games presented by the NFL Network.</b> The NFL Network's coverage of the Nov. 18 matchup between the Chicago Bears and the Miami Dolphins, for instance, will be aired for free on Tribune stations WGN-TV in Chicago and WSFL-TV in Miami. The Tribune stations will carry the NFL Network telecast as part of the local team's Thursday Night Football game. "Tribune Broadcasting is extremely happy to be partnering with NFL Network to make these games available locally over-the-air to football fans and advertisers in the markets we serve," said Jerry Kersting, president of Tribune Broadcasting.
<b>New Product</b>	<b>Retail: Department / Pharmacy</b>	<b>Target Corporation</b> 1000 Nicollet Mall Minneapolis, MN 55403 Phone: 612-304-6073 Fax: 612-696-5400 www.target.com	<b>Target announced plans to open health-care clinics in several Chicago-area stores this fall.</b> Nurse practitioners staffing the clinics will treat minor illnesses and injuries and offer some preventative medicine including vaccinations and screenings. The news follows announcements by CVS, Walgreen and Wal-Mart of clinic expansions as the retailers work to take advantage of the 32 million Americans who will eventually obtain health insurance coverage under the Obama administration's health-care reform initiative. Wal-Mart has said it is negotiating with hospitals and health systems to open clinics nationwide.
<b>News</b>	<b>Retail: Discount</b>	<b>Sam's Club</b> 608 SW 8th St. Bentonville, AR 72716 Phone: 479-277-7000 www.samsclub.com	<b>Sam's Club announced that it is adding 24 imported cheeses to its offerings as part of a larger remodeling effort. Wal-Mart says its warehouse chain is adding fresh foods and other items during its three-year "Project Portfolio" effort.</b> Shoppers will see more fresh product and meat, health and beauty items and baby-care products with the remodels. "Our goal with Project Portfolio is to accelerate sales," Sam's Club Chief Executive Officer Brian Cornell said. "It's all about greater sales per square foot ... getting our members to shop additional categories and add extra items to the basket." So far, the company has seen a boost in sales at the 39 stores that have already been remodeled, Cornell said.
<b>New Product</b>	<b>Retail: Discount / Apparel</b>	<b>Family Dollar Stores, Inc.</b> 10401 Monroe Rd. Matthews, NC 28105 Phone: 704-847-6961 Fax: 704-847-0189 www.familydollar.com	<b>Family Dollar announced the launch of its Kidgets collection, a private label line of clothing for babies and toddlers.</b> Pieces sell for \$10 or less, and include three-piece outfits and baby shoes. Family Dollar Stores Inc. has launched a \$10-and-under private-label clothing and accessories line for newborns through toddlers. The collection includes three-piece outfit sets, shoes, diapers and baby blankets. "Family Dollar is excited to give families more reasons to shop at our stores," says Howard Levine, chief executive. "Our exclusive Kidgets line provides style, comfort and variety for moms to dress their children at price points that meet any budget." Family Dollar is hosting a "Cute as a Kidget" photo contest for consumers to support the launch. The contest's grand prize is \$5,000 in cash.
<b>New</b>	<b>Retail:</b>	<b>Amazon.com, Inc.</b>	<b>Amazon CEO Jeff Bezos says that his plan to compete and even beat Apple in the e-book</b>

<b>Product</b>	<b>eTailing</b>	1200 12th Ave. South Ste. 1200 Seattle, WA 98144 Phone: 206-266-1000 www.amazon.com	<b>arena is focused on pleasing serious readers. The company, he said, will continue its efforts to improve the Kindle with features that appeal to readers. The company hopes to increase e-book sales by offering a wide selection at lower prices.</b> Still, a reflective color screen for the Kindle e-reader is a ways off. Bezos said Amazon's approach to digital reading was focused on two fronts: devices and being an e-book retailer. For the device business, he said Amazon would focus on building a Kindle that appealed to serious readers, as opposed to devices like the iPad that try to serve several different purposes.
<b>New Product</b>	<b>Retail: Grocery</b>	<b>Planet Smoothie Franchises, LLC</b> 1425 Ellsworth Industrial Blvd. NW, Ste. 38 Atlanta, GA 30318 Phone: 404-856-4320 www.planetsmoothie.com	<b>Planet Smoothie announced the launch of its Pink Promise Smoothie, developed in partnership with Susan G. Komen for the Cure.</b> It combines Planet Smoothie's proprietary Pro-Yo yogurt with pomegranate juice, ruby red grapefruit juice and strawberries, and a portion of proceeds will benefit Komen. For every Pink Promise Smoothie sold, Planet Smoothie will donate \$.50 to Komen, with a minimum guaranteed donation of \$100,000 in the first year of the partnership. "The Pink Promise Smoothie is filled with antioxidant-rich fruits, which are so essential for fending off free radicals that can contribute to a whole host of chronic diseases," says Donna Shields, MS, RD, LD, nutrition and recipe consultant for Planet Smoothie.
<b>News</b>	<b>Retail: Grocery</b>	<b>Sunflower Farmers Market</b> 9414 N 25th Avenue, #240 Phoenix, AZ 85021 Phone: 866-890-8949 www.sfmarkets.com	<b>Sunflower Farmers Market has won a 2010 "Hot Retailers Award" from the International Council of Shopping Centers.</b> Sunflower emerged as one of five winning retailers from a pool of more than 3,000 companies. Now in its eighth year, the Hot Retailers Award winners were chosen based on the results of an annual survey sent to more than 55,000 ICSC members who were asked to name the concepts they considered to be the "most original and innovative" in the industry. "We are very honored to receive this award and recognition," said Mike Gilliland, CEO of Sunflower Farmers Market. The other 2010 winners are: Charming Charlie, a Houston-based fashion accessories chain; Edible Arrangements, a Connecticut-based food delivery service; Flip Flop Shops, an Atlanta footwear concept; and Too Hotties, a haircutting chain that targets men.
<b>News</b>	<b>Retail: Grocery</b>	<b>TOPS Markets, LLC</b> 6363 Main St. Williamsville, NY 14221 Phone: 716-635-5000 www.topsmarkets.com	<b>Fifteen stores that were formerly Quality Markets in New York and Pennsylvania have been reopened as TOPS Friendly Markets.</b> TOPS purchased the assets of bankrupt Penn Traffic in January and is renovating and renaming the stores under its banner. Steve Peroski, Tops store manager, said there will be new deli, meat, floral, bakery and seafood departments, along with more natural and organic food selections and a new Tim Hortons self-serve kiosks.
<b>News</b>	<b>Retail: Pharmacy</b>	<b>Walgreen Co.</b> 200 Wilmot Rd. Deerfield, IL 60015 Phone: 847-914-2500 Fax: 847-914-2804 www.walgreens.com	<b>Walgreen Co. announced that it is reversing its 15-year-old alcohol sales ban by returning beer and wine to its shelves.</b> The retailer is hoping that offering alcohol will boost its sales and market share, making it a one-stop shop without affecting its community-friendly image. Through the mid-1990s, most Walgreen stores had full liquor sections, making the chain one of the nation's largest liquor retailers with liquor and other beverages comprising about 10% of total sales. Now, the chain is reintroducing a limited beer and wine selection in about 3,100 of its roughly 7,500 stores. The drugstore has plans to stock the alcohol in about 5,000 stores by the end of 2010.
<b>Promo</b>	<b>Retail:</b>	<b>Baskin-Robbins</b>	<b>In Baskin-Robbins' first ad campaign from its new agency, 22squared, features whimsical,</b>

	<b>Restaurant</b>	3585 Los Coyotes Diagonal Long Beach, CA 90808-2404, United States Phone: 562-425-4416	<b>animated characters to bring to life featured ice cream flavors of the month.</b> Using Pixar-like animation, the first 15-second spot shows Humphrey Hound, a pooch who catches a scoop of baseball nut ice cream pitched to him by Baskin's signature pink tasting spoon. There will be five spots in the TV campaign, which broke on June 1 and runs through the end of the year. Baskin spent \$12 million in measured media in 2009. "These spots are designed to appeal to kids, and there are little nods to adults in them as well," explained Curt Mueller, an associate creative director at 22squared. "We're returning to what Baskin-Robbins is all about—choice in flavors. They have more than 1,000 of them."
<b>News</b>	<b>Retail: Restaurant</b>	<b>Denny's Corporation</b> 203 E Main St Spartanburg, SC, 29319 864.597.8000 www.dennys.com	<b>Denny's announced that it will offer exclusive discounts to AARP members under a multiyear agreement between the restaurant chain and the membership organization. Through the program, AARP members can get 20% off the entire table's check between 4 and 10 p.m., and \$1 coffee all day.</b> This agreement was entered into based on the positive response from members to the exclusive discount currently running in the May/June issue of AARP, The Magazine. "This relationship enables us to promote special, targeted offers to AARP's millions of members and helps AARP make available to its members offers that are meaningful to them," says Nelson Marchioli, CEO and president of Denny's.
<b>New Product</b>	<b>Retail: Restaurant</b>	<b>Galardi Group Franchise &amp; Leasing, Inc.</b> 4440 Von Karman Avenue Suite 222 Newport Beach, CA 92660 877-709-3647 www.wienerschnitzel.com	<b>The Wienerschnitzel restaurant chain announced the launch of its new Double Chili Cheeseburger and Double Ultimate Chili Cheeseburger at participating locations nationwide.</b> Wienerschnitzel's entire burger menu will also now feature its new, home-style seasoned beef patties. "The Double Chili Cheeseburgers are the perfect additions to our menu, as they highlight what many people come to Wienerschnitzel for – chili and cheese," says Tom Amberger, vice president of marketing at Wienerschnitzel. The Double Chili Cheeseburger offers two patties and two slices of cheese topped with Wienerschnitzel's signature chili for \$2.29. The Double Ultimate Chili Cheeseburger adds extra toppings of tomato, pickle chips, mustard, and chopped onion for \$ 2.59.
<b>New Locations</b>	<b>Retail: Restaurant</b>	<b>In-N-Out Burgers</b> 4199 Campus Dr., 9th Fl. Irvine, CA 92612 Phone: 949-509-6200 Fax: 949-509-6389 www.in-n-out.com	<b>In-N-Out Burger reports that it is expanding its chain of burger joints for the first time to Texas, which is the furthest East the California-based brand has grown.</b> The 240-unit chain is primarily in California, but in recent years the company has opened units in Nevada, Arizona and Utah, and most recently received approval on a bid to open a unit in Garland, Texas, a suburb of Dallas. Carl Van Fleet, In-N-Out's vice president of planning and development, said in a statement that the company is "working on a few locations in the Dallas/Ft. Worth market, and Garland is one of them." Because In-N-Out has long had a policy of serving never-frozen beef and handling patty production and distribution in house, Van Fleet said the company plans to open a production facility in the Dallas area that would serve units in that region.
<b>New Product</b>	<b>Retail: Restaurant</b>	<b>Jamba, Inc.</b> 6475 Christie Ave., Ste. 150 Emeryville, CA 94608	<b>Jamba Juice says it is launching three products containing the superfruit known as the yumberry, said to be rich in antioxidants.</b> The new menu items are a Super Yumberry Classic Smoothie, a Berry Yumberry All Fruit Smoothie and a Yumberry Topper Ideal Meal, which

		Phone: 510-596-0100 Fax: 510-653-0764 www.jambajuice.com	combines yumberry juice, fruit, yogurt, soy milk and organic granola. Like all Jamba Juice products, the new Yumberry platform has no high fructose corn syrup, no artificial preservatives, no artificial flavors and 0 g trans fat.
New Product	Retail: Restaurant	<b>La Madeleine of Texas, Inc.</b> 12201 Merit Dr. Ste. 900 Dallas, TX 75251 Phone: 214-696-6962 Fax: 214-696-0485 www.lamadeleine.com	<b>La Madeleine Country French Cafés are adding two new salads for the summer</b> , including Shrimp Salade Dijonnaise with roasted shrimp and the Citrus Bacon Salade with sliced strawberries, mandarin oranges, pineapple, roasted, sliced almonds and Balsamic vinaigrette, served with a Lemon Madeleine. "These new options combine the season's freshest ingredients with innovative flavor combinations. Bacon continues to be an exciting culinary trend, and our new Citrus Bacon Salade offers the perfect fusion of that smoky flavor with fresh-cut fruits," said Susan Dederen, director of culinary operations for la Madeleine. "Shrimp Salade folded into kicky Dijonnaise really compliments the great taste of spinach that's just right for summertime dining."
New Product	Retail: Restaurant	<b>Manhattan Bagel Company, Inc.</b> 555 Zang St Ste 300 Lakewood, CO 80228 Phone: 303-568-8000 Fax: 303-568-8059 www.manhattanbagel.com	<b>Diners will find three new breakfast items with 400 calories or less at Manhattan Bagel stores beginning June 30.</b> The new Lighter Side Breakfast Menu offerings are being introduced following a partnership between MB parent company Einstein Noah Restaurant Group and The Dannon Company, Inc. Manhattan Bagel will be the first nationwide chain to sell an Activia branded yogurt parfaits. Strawberries and blueberries and granola top the new 10-ounce yogurt parfait, which has only 220 calories. Other new menu items include an Italian egg white on multigrain toast sandwich, with 398 calories, and the Ancho egg white bagel sandwich, with 370 calories.
New Product	Retail: Restaurant	<b>Panera Bread Company</b> 6710 Clayton Rd. Richmond Heights, MO 63117, United States Phone: 314-633-7100 Fax: 314-633-7200 www.panerabread.com	<b>Panera Bread is introducing three new items to its menu, including Strawberry Poppyseed &amp; Chicken Salad; Tomato, Mozzarella &amp; Basil Salad; and the new Frozen Strawberry Lemonade.</b> "It's hard to say no to a customer, but when we do, it's because we have their best interests and taste buds in mind. We only offer the salad when its star ingredients, the fresh strawberries and blueberries, are at their peak of ripeness," said Dan Kish, Panera Bread's head chef. While Kish worked on the menu items, Myrna Adolfo, Panera Bread's director of beverage development, created the strawberry lemonade.
News	Retail: Restaurant	<b>Restaurants Unlimited, Inc.</b> 1818 N. Northlake Way Seattle, WA 98103 Phone: 206-634-3082 Fax: 206-547-4829 www.r-u-i.com	<b>With several brands, Restaurants Unlimited Inc. has been recapitalized as a slightly smaller restaurant group and its brands are being refurbished with new menus and cleaned up operations</b> , chief executive Norman Abdallah said in an interview. The operator of 49 restaurants across 14 brands — such as Kincaid's, Palomino and Pizzeria Fondi — has a "solid balance sheet" as a result of the recapitalization, Abdallah said, but he declined to provide details of the transaction. Key in the company's efforts over the past year was re-establishing each brand as a unique entity, Abdallah said. "It's been about making sure the brands were all separate, individual brands, rather than having cross menu items," he said.
New Product	Retail: Restaurant	<b>Starbucks Corporation</b> 2401 Utah Ave. South Seattle, WA 98134	<b>Starbucks Corporation announced that its Seattle's Best Coffee chain has introduced Cookie Dough JavaKula, a blended beverage made with coffee, cookie dough syrup and white chocolate sauce. The company is also offering cold Peach CremeKula and Peach FruitKula</b>

		Phone: 206-447-1575 Fax: 206-447-0828 www.starbucks.com	<b>beverages in the summer months.</b> To complement the new summer drinks, Seattle's Best Coffee is also rolling out new OvenSong Cupcakes in three flavors: Chocolate, Vanilla Bean and Raspberry Sparkle.
<b>New Service</b>	<b>Retail: Specialty</b>	<b>Lowe's Companies, Inc.</b> 1000 Lowe's Blvd. Mooresville, NC 28117 Phone: 704-758-1000 Fax: 336-658-4766 www.lowes.com	<b>Lowe's president and chief operating officer, Larry Stone, introduced the concept of Project Specialist-Exteriors, or PSE.</b> That's the person who goes into the home to make the sale for exterior products. Windows, doors, fencing and roofing are all examples of categories where a project specialist can actually see the project, as opposed to talking about the project in the store. "If you start thinking about those categories, it just lends itself more to people going to visit the home, versus trying to do it inside the store," Stone said. Creating the ability to provide house calls from Lowe's project specialists is an investment in future sales, Stone added. "We think it is the way consumers want to buy products from us in the future, so we think it opens up a lot of different avenues for us."
<b>New Service</b>	<b>Retail: Specialty</b>	<b>Redbox Automated Retail, LLC</b> 1 Tower Ln., Ste. 1200 Oakbrook Terrace, IL 60181 Phone: 630-756-8000 Fax: 630-756-8888 www.redbox.com	<b>According to Mitch Lowe, president of Redbox, the company that offers \$1-a-night DVD rentals via its big red vending machines, announced that the company will, in the next few months, begin offering Blu-rays for \$1.50 per night.</b> The news comes just over a month after Redbox inked deals with both Universal Studios Home Entertainment and 20th Century Fox Home Entertainment, which will put new releases from those studios in Redbox kiosks 28 days after street date. Those deals, as well as one with Warner Home Video, also include Blu-ray. "We're really excited about our studio relationships, which has been a big change from last year," Lowe said, adding that 16.9% of Redbox customers own a Blu-ray player and that he believes Redbox's 23% share of the rental market will help drive Blu-ray adoption.
<b>New Product</b>	<b>Retail: Specialty / Media: TV</b>	<b>Borders Group, Inc.</b> 100 Phoenix Dr. Ann Arbor, MI 48108 Phone: 734-477-1100 Fax: 734-477-1285 www.bordersgroupinc.com <b>Marvista Entertainment, Inc.</b> 12519 Venice Blvd Los Angeles, CA 90066 Phone: 310-737-0950 www.marvista.net	<b>Borders has partnered with production house MarVista Entertainment to be the exclusive retailer to make 13 licensed products available for "16 Wishes," the TV movie that will debut on Disney June 25.</b> Items will include the film's soundtrack, T-shirts, calendars, necklaces, bracelets, keychains, a novelization and journals, all arranged in a special section within all Borders and Waldenbooks retail locations and at Borders.com. Two hundred of these stores will play the film's trailer and musicvid in stores through the company's in-store channel through the end of July. "16 Wishes," about a girl whose wishes come true on her sixteenth birthday, is the newest title from MarVista, which produces TV movies and other family fare for cable networks.
<b>New Product / Promo</b>	<b>Retail: Specialty / Toys / Media: Film</b>	<b>Toys 'R' Us, Inc.</b> 1 Geoffrey Way Wayne, NJ, 07470 973.617.3500 www.toysrus.com	<b>Toys R Us is establishing a branded website and special in-store boutiques in its 1,300 toy stores worldwide selling toys tied to the "Toy Story 3" movie.</b> Launches of the store-within-a-store promotional areas are timed to the film's opening in the U.S. and global markets. The boutiques will offer toy versions of the film's characters, including Woody, Buzz Lightyear, Jessie, Hamm, Rex and Mr. Potato Head. The U.S. program, "Live the Adventure," involves a dedicated



			<p>space at the front of stores featuring images from the films. Toys "R" Us is also selling a line of themed toys for younger children, including furniture, beds, and stepping stools and a new "Toy Story 3" Imaginext line from Fisher-Price. In the week leading up to the film's June 18 theatrical release in the United States, those who purchase \$25 worth of "Toy Story" merchandise June 13-19 will receive a complimentary "Toy Story 3" movie ticket.</p>
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