

**ANTACIDS**

**CPR - COMPETITIVE PROMOTION REPORT**

UPC Product Name Manufacturer	Size	Case & Inner Pack	Timing Start End	Mfg. List Price (Each)	Every Day Acq. Cost (Each)	OFF INVOICE ALLOWANCES				BILL BACK ALLOWANCES			Net Invoice	Dead Net
						Purchase	Display	Advert.	Special	Display	Advert.	Special		
1-11111-23883-1 P/L ANTACID X-S ASSORTED TOPCO ASSOC INC	96CT		Buy: 01/01/2007 12/31/2007 Ship: 01/01/2007 12/31/2007 Perf: 01/01/2007 12/31/2007		\$1.96	\$0.39 19.90%							\$1.57	\$1.57
													Terms: 2% 14 NET 15	
													Extra Dating: N	
													Comp: TUMS/E-X	
1-11111-17569-3 P/L ANTACID X-S FRUIT TABS TOPCO ASSOC INC	96CT		Buy: 01/01/2007 12/31/2007 Ship: 01/01/2007 12/31/2007 Perf: 01/01/2007 12/31/2007		\$1.96	\$0.31 15.82%							\$1.65	\$1.65
													Terms: 2% 14 NET 15	
													Extra Dating: N	
													Comp: TUMS/E-X	
1-11111-99335-8 P/L ANTACID FLAVORED TOPCO ASSOC INC	150CT		Buy: 01/01/2007 12/31/2007 Ship: 01/01/2007 12/31/2007 Perf: 01/01/2007 12/31/2007		\$1.96	\$0.39 19.90%							\$1.57	\$1.57
													Terms: 2% 14 NET 15	
													Extra Dating: N	
													Comp: TUMS	
1-11111-14513-3 P/L ANTACID FAMOTIDINE PERRIGO	30CT		Buy: 01/01/2007 12/31/2007 Ship: 01/01/2007 12/31/2007 Perf: 01/01/2007 12/31/2007		\$3.05								\$3.05	\$3.05
													Terms: 1%30 N 31	
													Extra Dating: N	
													Comp: PEPCID/AC	
1-11111-01081-1 P/L ANTACID FAMOTIDINE LEINER HEALTH PRODUCTS	30CT		Buy: 01/01/2007 01/16/2007 Ship: 01/01/2007 01/16/2007 Perf: 01/01/2007 01/16/2007		\$1.37								\$1.37	\$1.37
													Terms: NET 30	
													Extra Dating: N	
													Comp: PEPCID/AC	
1-11111-01078-1 P/L ANTACID RANITIDINE LEINER HEALTH PRODUCTS	30CT		Buy: 01/01/2007 01/16/2007 Ship: 01/01/2007 01/16/2007 Perf: 01/01/2007 01/16/2007		\$1.08								\$1.08	\$1.08
													Terms: NET 30	
													Extra Dating: N	
													Comp: PRILOSEC	
1-11111-01079-8 P/L ANTACID RANITIDINE LEINER HEALTH PRODUCTS	60CT		Buy: 01/01/2007 01/16/2007 Ship: 01/01/2007 01/16/2007 Perf: 01/01/2007 01/16/2007		\$1.48								\$1.48	\$1.48
													Terms: NET 30	
													Extra Dating: N	
													Comp: PEPCID/AC	

1/1/2007 thru 5/31/2007

