

NEW PINK SUPPORT RIBBON  
SEATBELT ADJUSTER  
PRODUCT TEST AT IMPULSE

We have just completed a 17 month Test in 1 of Canadian Tires' 500 Stores, with our new addition of the NBCF (National Breast Cancer Foundation) Brand of Seatbelt Adjusters. The NBCF Brand was placed in 2 checkout aisles plus on a peg alongside our Master Design Brand of Seatbelt Adjusters, which have been selling in all 500 Canadian Tire Stores for the past 20 years.

- **The First Test ran from August to December 31, 2011** and shows the new NBCF Brand averaging 34.2 pair per month x 5 months to equal 171 pair and the Regular Master Design Brand averaging 14.2 pair per month x 5 months to equal 71 pair for a combined total of **48 pair per month** x 5 months equalling 242 pair.
- **The Second Test ran from January to December 31, 2012.** The overall averages were lower in this 12 month period as January to March are traditionally slower months because most drivers are wearing winter coats which protect the neck area. The new NBCF Brand averaged 24.5 pair per month x 12 months equalling 294 pair while the Regular Master Design Brand averaged 10.17 pair per month x 12 month equalling 122 pair for a combined total of **34.67 pair per month** x 12 months equalling 416 pair.
- **When combined** the 2 tests which equal 17 months non stop averaged monthly Sales for the NBCF Brand are 27.35 pair x 17 months equalling 465 pair and the Regular Master Design Brand are 11.35 pairs x 17 months equalling 193 pair for a combined monthly average of **38.7 pair equalling** 658 pair for the year.

This test **shows** that the **highest sales for the NBCF Brand are from May to the end of December.**

**\*\*Note** you will notice on our Test Sheets when we combine the peak months from May to the end of December we averaged approximately 33 of the NBCF Brand and 12 Pair of the Regular Master Design Brand giving us a monthly increase average of **45 Pair per month.**

The test also **shows** that the new NBCF Brand of Seatbelt Adjusters **add incremental sales** and are an **excellent Impulse Item.** We also credit increased Sales because the Pink Adjuster in the two Pack **helps catch the consumers' eye and attention.** The tests also show that the **consumer is interested in supporting the Cause on a year round basis.** See the 2 test sheets attached.

## Canadian Tire Sales Test History - 2011

The following is our 1st. Sales Test History in 1 of Canadian Tires 500 Stores, with our regular Master Design Seatbelt Adjusters and with the new addition of our National Breast Cancer Foundation (NBCF) Brand of Seatbelt Adjusters. The Test ran for 5 months starting on August 01 to December 31, 2011

\* Regular Product: 37-1000 - Double Pack with 2 Black Seatbelt Adjusters

Week											
32	33	34	35	36	37	38	39	40	41	42	
6	6	6	4	6	5	2	7	2	5	1	
43	44	45	46	47	48	49	50	51	52	Total	Average Monthly Sales
4	2		1		1	3	5	3	2	71	14.2

\*New NBCF Product: 93-2710 -Double Pack with 1 Pink and 1 Black Adjusters

Week											
32	33	34	35	36	37	38	39	40	41	42	
8	8	10	9	9	5	13	9	6	6	1	
43	44	45	46	47	48	49	50	51	52	Total	Average Monthly Sales
4	6	8	15	11	13	9	11	7	3	171	34.2

Combined Totals	Average Monthly Sales
242	48.4

The NBCF Brand 2 Pack consists of one Pink Adjuster with the Support Ribbon embossed on the tongue plus one Black Adjuster with the Seatbelt Adjuster Logo embossed on the tongue.

\*\*Note: The NBCF Brand Sales are New and Incremental

## Canadian Tire Sales Test History - 2012

The following is a 2nd. Sales Test History in 1 of Canadian Tires 500 Stores, with our regular Master Design Seatbelt Adjusters and with National Breast Cancer Foundation Brand (NBCF) of Seatbelt Adjusters. This Test ran for 12 months starting in January 01 to December 31, 2012

\* Master Design Brand: 37-1000 - Double Pack with 2 Black Seatbelt Adjusters

Week													
1	2	3	4	5	6	7	8	9	10	11			
0	0	2	1	3	6	0	1	3	2	1			
12	13	14	15	16	17	18	19	20	21	22			
5	1	3	0	2	8	1	3	6	4	5			
23	24	25	26	27	28	29	30	31	32	33			
3	2	4	3	2	4	8	2	8	8	5			
34	35	36	37	38	39	40	41	42	43	44			
0	0	0	2	0	2	2	2	0	1	2			
45	46	47	48	49	50	51	52				Total	12 months Average Monthly Sales	8 months Average Monthly Sales
3	1	0	2	1	1	0	0				122	10.17	11.88

\* New NBCF Brand: 93-2710 -Double Pack with 1 Pink and 1 Black Adjusters

Week													
1	2	3	4	5	6	7	8	9	10	11			
2	0	1	1	3	0	1	3	0	2	4			
12	13	14	15	16	17	18	19	20	21	22			
3	1	9	5	2	2	0	2	8	11	5			
23	24	25	26	27	28	29	30	31	32	33			
4	7	10	3	17	5	9	9	3	4	10			
34	35	36	37	38	39	40	41	42	43	44			
8	2	13	6	10	9	9	17	8	7	8			
45	46	47	48	49	50	51	52				Total	12 months Average Monthly Sales	8 months Average Monthly Sales
7	7	6	9	13	2	7	4				294	24.50	32.63

\*\* Note: You will notice in the bottom boxes if you take our Sales during the peak months from May to December 31, the average Sales increase from 24.5 to 32 pieces per month for the 8 month period.

\*\* Note: The NBCF Brand Sales are New and Incremental

Combined Totals	Average Monthly Sales	8 months Average Monthly Sales
416	34.67	44.50