



*Perfect Gifts For Mother's Day, Father's Day and Easter*

4 Top Selling Colorful Designs Customers Get A Beautiful Greeting, A Useful Pen Holder And A Flower Garden Kit

**A GARDEN KIT, PEN HOLDER AND GREETING ALL IN 1**

*\$6.95 Retail*  
**100%+ PROFIT**  
*\$3.45 Cost*

Display Unit  
14" Wide x 10" Deep x  
16" Tall

**3 Gifts In One**

**24 Prepack**  
**4 Designs**  
6 of each design  
24 @ \$3.45 cost =  
**\$82.80**  
*\$3.45 cost - \$6.95 retail*

- High Impulse Sales
- Retails For \$6.95-\$7.95
- Can Bloom In Any Season
- Free Countertop Display
- Free Freight Offset (In Extra Cans) For 3 Prepaid Prepack Orders.



**Pens And Pencils Not Included.**

After the seeds grow and blossom outdoors, you can display the flowers in the pen holder.



**You Get 6 Cans Each of 4 Designs**



Order Herb Assortment GGG

**Gifts That Bloom™**  
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## TRADE NOTICES

### TO ALL RETAILERS, INCLUDING FOOD AND DRUG, WITHIN THE FOLLOWING STATES:

Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming

Catalina Health Resource(r) (CHR) announces the availability of an informational and advertising program that is applicable to all retailers of prescription medications, over-the-counter (OTC) medications, and other health products in the market areas described above. The program distributes a preprinted newsletter on health topics that also contains computer-generated information tailored to the individual consumer on the drug prescribed, competitive drugs, and various OTC and consumer package products. CHR also makes available, for retailers without pharmacies, or not equipped with computers or CHR-compatible software, an alternative program consisting of the current newsletter with preprinted versions of the other items described above.

For a list of participating brands in your market area, or for further information on the CHR program, please contact Simon Banfield, Senior Vice President, Retail and Clinical Operations, at the following address and telephone number:

CATALINA HEALTH RESOURCE  
200 Carillon Parkway St. Petersburg, Florida 33716 (727) 579-5000

### TO ALL RETAILERS INCLUDING FOOD AND DRUG WITHIN THE FOLLOWING STATES:

Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, Washington DC, West Virginia, Wisconsin, Wyoming

Catalina Marketing Corporation announces an in-store promotion program which is applicable to all retailers of consumer packaged goods in the market areas included above. The program distributes cents-off coupons, rebates and other promotions with scanning equipment. The Catalina Marketing program will be provided for all stores equipped with scanners that are compatible with the Catalina Marketing software. An alternative program is available to retail outlets not equipped with scanners or not compatible with the Catalina Marketing software. The participating companies for cycle 11-08 and are:

ABBOTT LABORATORIES, ABBOTT NUTRITION, ACH FOOD COMPANIES INC, ALBERTO CULVER, ANHEUSER-BUSH, ANNIES HOMEGROWN, BARILLA, BAYER HEALTHCARE AG, BIMBO BADERIES USA INC, BLUE DIAMOND GROWERS, BREYER'S YOGURT, BUMBLE BEE FOODS LLC, CADBURY ADAMS USA LLC, CHATTEM, CIBA VISION, CLOROX, CLOUGHERTY PACKING CO, COCA-COLA, COLGATE, COMMUNITY COFFEE, COMSCORE, CONAGRA, CONTINENTAL MILLS, CR BRANDS, CROPP COOPERATIVE CSC BRANDS, DANNON, DAP WORLD INC, DEAN FOODS CO, DEL MONTE, DEL MONTE PET, DIAL CORP, DISCOVER FINANCIAL SERVICES, DOLE FRESH VEGETABLES, DOLE PACKAGED FOODS CO, DR PEPPER SNAPPLE GROUP INC, E&J GALLO, EARTHBOUND FARM, EIGHT O'CLOCK COFFEE, FERRERO USA, FLORIDAS NATURAL, FRESH EXPRESS, FRESH PET, FRITO-LAY, GARNIER, GENERAL MILLS, GERBER, GHIRADELLI CHOCOLATE CO, GLAXOSMITHKLINE CONSUMER HEALTHCARE, HARTVILLE GROUP, HEALTH CARE PRODUCTS, HEARST COMMUNICATIONS, HEINZ, HERSHEY CHOCOLATE USA, HORMEL FOOD SALES LLC, HP HOOD, IDAHOAN FOODS, INNOVATIVE BRANDS INC, IOVATE HEALTH SCIENCES, JOHN MIDDLETON, JOHNSON & JOHNSON, KAYSER-ROTH CORPORATION, KELLOGG'S, KEEKOMAN SALES USA INC, KIMBERLY-CLARK, KOZY SHACK, KRAFT, LAND O' LAKES, L'OREAL, M&M MARS, MARS ADVERTISING, MARS PETCARE, MARS SNACKFOOD, MATRIXX INITIATIVES INC, MCKEE, MCNEIL CONSUMER HEALTHCARE, MEAD JOHNSON, MELITTA, MERISANT, MIDAS INTERNATIONAL CORPORATION, MILLER BREWING CO, MILLERCOORS LLC, NATURE'S EARTH PRODUCTS, NESTLE, NESTLE WATERS, NEWSPAPER SUBSCRIPTION SERVICES, NIGHT HAWK FROZEN FOOD, NOVARTIS, NOVARTIS CONSUMER HEALTH INC, PEET'S COFFEE & TEA, PEPPERIDGE FARM, PEPSI-COLA NORTH AMERICA, PERDUE FARMS INC, PERRIGO COMPANY, PHILIP MORRIS, PHILIPS GROUP, POPPIN' JAY dba BLUE CHIP MARKETING COMM, PRECISION FOODS INC, PROCTER & GAMBLE, QUAKER OATS, QUIGLEY MANUFACTURING, RECKITT BENCKISER, REVLOX, RICH-SEAPAK CORP, ROTO ROOTER, RUG DOCTOR, RUIZ FOOD INC, SANTEE DAIRIES DBA HEARTLAND FARMS, SARA LEE, SARA LEE FOODS, SC JOHNSON, SCHERING PLOUGH, SCHERING PLOUGH HEALTHCARE PRODUCTS, SCHWAN'S, SECCO TECHNOLOGIES LLC, SHAMROCK FARMS, SHELL LUBRICANTS, SMART BALANCE INC, SOLO CUP, SOLVAY PHARMACIUTICALS INC, SOUTHERN WINE & SPIRITS, SOUTHPOLE, STONYFIELD FARMS, SUMMIT BRANDS, TEST PROGRAM, TROPICANA, TRY-FOODS INTERNATIONAL, TYSON, UNILEVER BESTFOODS, UNILEVER HOME AND PERSONAL CARE, US NUTRITION, USAA, VAN'S INTERNATIONAL FOODS, VENTURA FOODS, WHITE WAVE FOODS, WYETH CONSUMER HEALTHCARE.

For a list of the participating companies in your market or for further information, write to:

Attn: Marketing Department, Catalina Marketing Corporation,  
200 Carillon Parkway, St. Petersburg, FL 33716

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