



# Wal-Mart Suppliers Index (WMX)

March 2011 Index Report

## Overview

The **ISE-REVERE Wal-Mart® Supplier Index** tracks the performance of companies that derive a substantial portion of revenue from Wal-Mart Stores, Inc. The index exploits a unique situation where the world's largest retailer has spawned a sub-industry of dependent companies, including many that are common household names. The goal of the index is to be the benchmark of that sub-industry.

Due to Wal-Mart's tremendous size and legendary buying power, today a number of food and beverage, apparel, household products, electronics and other suppliers depend on sales to Wal-Mart. In fact, dozens of US exchange-traded companies receive 10%, 20%, even 40% or more of their total revenues from Wal-Mart and its subsidiaries. Familiar companies with strong ties to Wal-Mart include the Clorox Company, Del-Monte Foods, Energizer, and Mattel. How have these companies fared after establishing such a strong connection to the world's largest retailer? How will they be impacted as Wal-Mart continues its global expansion while coming under increasing scrutiny? The Wal-Mart Suppliers Index provides greater insight when considering these questions.

## Index Features

- Consists of 30 different component stocks, with each deriving a substantial portion of their revenue from Wal-Mart.
- Constructed using a modified market-cap weighted methodology.
- Components are reviewed quarterly for eligibility.
- The index is calculated on both a price and total return basis. Both values are freely available on [www.ise.com](http://www.ise.com).

## Performance



	March	YTD	1 Year	3 Year
WMX	4.8%	5.1%	21.4%	84.7%
Wal-Mart	0.0%	-3.5%	-6.4%	-1.2%

## Historical Volatility





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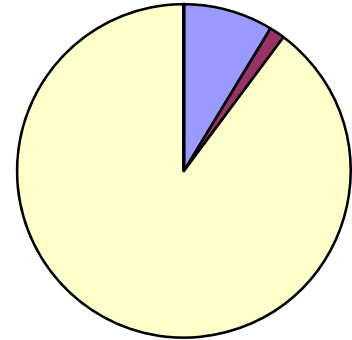
March 2011 Index Report

## Components

Divisor: 25781318.12480000

as of: March 31, 2011

Name	Ticker	Wal-Mart Exposure	Weight
Alberto-Culver Company	ACV	25%	4.53%
B&G Foods Inc	BGS	16%	0.19%
Cal-Maine Foods, Inc.	CALM	36%	6.17%
Central Garden & Pet Co.	CENTA	17%	0.44%
Church & Dwight Co., Inc.	CHD	22%	2.59%
The Clorox Company	CLX	27%	5.31%
Cott Corporation (USA)	COT	34%	5.59%
Coinstar, Inc.	CSTR	20%	1.49%
Dean Foods Company	DF	19%	1.21%
Diamond Foods, Inc.	DMND	21%	1.86%
Energizer Holdings, Inc.	ENR	21%	2.04%
Flowers Foods, Inc.	FLO	21%	1.99%
General Mills, Inc.	GIS	23%	3.14%
Hasbro, Inc.	HAS	25%	5.03%
Hanesbrands Inc.	HBI	27%	5.90%
Iconix Brand Group, Inc.	ICON	23%	3.48%
Jarden Corporation	JAH	23%	3.79%
JAKKS Pacific, Inc.	JAKK	27%	6.18%
Kellogg Company	K	21%	1.99%
Lancaster Colony Corp.	LANC	23%	4.72%
LeapFrog Enterprises, Inc.	LF	22%	2.61%
Lance, Inc.	LNCE	22%	2.64%
Mattel, Inc.	MAT	18%	0.61%
Prestige Brands Holdings, Inc.	PBH	25%	4.17%
Perrigo Company	PRGO	23%	4.53%
Ralcorp Holdings, Inc.	RAH	19%	0.89%
Revlon, Inc.	REV	23%	6.42%
The J.M. Smucker Company	SJM	27%	5.90%
Smart Balance, Inc.	SMBL	19%	1.03%
Tootsie Roll Industries, Inc.	TR	23%	3.24%



■ Biopharmaceuticals 8.70%

■ Consumer Retail 1.49%

□ Consumer Products & Services 89.81%

Components classified according to the Revere International Sector Classification (RISC™) system

Base Date: July 1, 2002

Base Value: 25

For additional information: [www.ise.com](http://www.ise.com).



### Component Profiles

Company "Focus Area of Business" defined by the Revere International Sector Classification (RISC™) system.

#### **Alberto-Culver Co. (NYSE: ACV)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Personal Care and Cleaning Products

Alberto Culver Company develops, manufactures, distributes and markets beauty care brands, as well as food and household brands in the United States and more than 100 other countries. The company is organized into two business segments: United States and International. Beauty care brands accounted for approximately 95% of the Company's net sales during the fiscal year ended September 30, 2010 (fiscal 2010). The company's beauty care brands marketed in the United States include the Alberto VO5, TRESemme, Nexxus and Consort lines of hair care products, the St. Ives and Noxzema lines of skin care products, FDS feminine deodorant sprays and the Motions, Soft & Beautiful, Just For Me, TCB and Comb-Thru lines of multicultural hair care products. Food and household brands sold in the United States include Mrs. Dash salt-free seasoning blends, Static Guard anti-static spray, Molly McButter butter flavored sprinkles, SugarTwin sugar substitute and Kleen Guard furniture polish.

#### **B&G Foods, Inc. (NYSE: BGS)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food

B&G Foods, Inc. (B&G Foods) manufactures, sells and distributes a diverse portfolio of shelf-stable food products across the United States, Canada and Puerto Rico. The Company's products include hot cereals, fruit spreads, canned meats and beans, spices, seasonings, marinades, hot sauces, wine vinegar, maple syrup, molasses, salad dressings, Mexican-style sauces, taco shells and kits, salsas, pickles, peppers and other specialty food products. It distributes these products throughout the United States via a nationwide network of independent brokers and distributors to supermarket chains, food service outlets, mass merchants, warehouse clubs, non-food outlets and specialty food distributors.

#### **Cal-Maine Foods, Inc. (Nasdaq: CALM)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Agriculture > Animal Production > Livestock and Poultry Farming

Cal-Maine Foods, Inc. is a producer and marketer of shell eggs in the United States. During the fiscal year ended May 29, 2010 (fiscal 2010), the Company sold approximately 805 million dozen shell eggs. Its primary business is the production, grading, packaging, marketing and distribution of shell eggs. It sells most of its shell eggs in 29 states, primarily in the southwestern, southeastern, mid-western and mid-Atlantic regions of the United States. The Company markets its shell eggs through its distribution network to a group of customers, including national and regional grocery store chains, club stores, foodservice distributors and egg product manufacturers. It is also a producer and marketer of specialty shell eggs in the United States. The Company owns 100% of Benton County Foods, LLC. It purchased the remaining 10% ownership interest in Benton County Foods, LLC during fiscal 2010. As of May 29, 2010, the Company owned 100% of Hillandale, LLC.

#### **Central Garden & Pet Co. (Nasdaq: CENT)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Leisure Goods > Pet Supplies

Central Garden & Pet Company (Central) is a marketer and producer of branded products. The Company is the supplier of pet and lawn and garden products in the United States. The Company operates in two segments: Garden Products and Pet Products. Its pet supplies products include products for dogs and cats, including edible bones, healthy edible and non-edible chews, dog and cat food and treats, leashes, collars, toys, pet carriers, grooming supplies and other accessories; products for birds, small animals and specialty pets, including food, cages and habitats, toys, chews and related accessories; animal and household health and insect control products; products for fish, reptiles and other aquarium-based pets, including aquariums, furniture and lighting fixtures, pumps, filters, water conditioners, food and supplements, and information and knowledge resources, and products for horses and livestock.

#### **Church & Dwight Co., Inc. (NYSE: CHD)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Personal Care and Cleaning Products

Church & Dwight & Co., Inc., develops, manufactures and markets a range of household, personal care and specialty products. Its brands include ARM & HAMMER, (used in multiple product categories such as baking soda, carpet deodorization and laundry detergent), TROJAN Condoms, XTRA laundry detergent, OXICLEAN pre-wash laundry additive, NAIR depilatories, FIRST RESPONSE home pregnancy and ovulation test kits, ORAJEL oral analgesics and SPINBRUSH battery-operated toothbrushes. The Company operates in three business segments: Consumer Domestic, Consumer International and Specialty Products. During the year ended December 31, 2009, Consumer Domestic, Consumer International and Specialty Products segments represented approximately 74%, 16% and 10%, respectively, of the Company's net sales.



### **The Clorox Company (NYSE: CLX)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Personal Care and Cleaning Products

The Clorox Company (Clorox) is a manufacturer and marketer of consumer and institutional products. The Company sells its products primarily through mass merchandisers, grocery stores and other retail outlets. It markets some brand names, including its namesake bleach and cleaning products, Green Works natural cleaning and laundry products, Poett and Mistolin cleaning products, Armor All and STP auto-care products, Fresh Step and Scoop Away cat litter, Kingsford charcoal, Hidden Valley and K C Masterpiece dressings and sauces, Brita water-filtration systems, Glad bags, wraps and containers, and Burt's Bees natural personal care products. The Company's products are manufactured in more than two dozen countries and sold in more than 100 countries. The Company operates through four segments: Cleaning, Lifestyle, Household and International.

### **Cott Corporation (USA) (NYSE: COT)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Beverages > Non-Alcoholic Beverages > Juice/Soft Drink/Water

Cott Corporation (Cott) is a non-alcoholic beverage company and a retailer brand soft drink provider. In addition to carbonated soft drinks (CSDs), its product includes clear, still and sparkling flavored waters, juice-based products, bottled water, energy-related drinks and ready-to-drink teas. The Company operates in five operating segments: North America (which includes its United States reporting unit and Canada reporting unit), United Kingdom (which includes its United Kingdom reporting unit and its Continental European reporting unit), Mexico, Royal Crown International (RCI) and all other. In 2009, CSDs, concentrate, bottled water and all other products represented 60.0%, 1.9%, 5.8% and 32.3% of revenue respectively. During the year ended December 31, 2009, the Company launched 100 product SKUs, including flavor profiles based on product launches by the national brands, package types and product category introductions for its retailer partners.

### **Coinstar, Inc. (Nasdaq: CSTR)**

**Focus Area of Business:** Consumer > Retail > Electronics and Entertainment > Entertainment > Books, Movies and Music > Music/Video Stores and Rental

Coinstar, Inc. (Coinstar) is a provider of automated retail solutions. Its business segments include Coin services, DVD services, Money Transfer services and E-payment services. The Company's core offerings in automated retail include its Coin and DVD businesses. Its Coin services consist of self-service coin counting kiosks, where consumers can convert their coin to cash, a gift card or an e-certificate, among other options. Its DVD services consist of self-service digital versatile disc (DVD) kiosks, where consumers can rent or purchase movies. As of December 31, 2008, its products and services were found at more than 95,000 points of presence, including supermarkets, drug stores, mass merchants, financial institutions and convenience stores. On May 25, 2010, the Company sold its e-payment services business to InComm. On September 8, 2009, the Company sold its subsidiaries comprising its Entertainment Business to National Entertainment Network, Inc.

### **Dean Foods Company (NYSE: DF)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food > Dairy and Dairy Alternative Products

Dean Foods Company is a food and beverage company. The Company operates through two segments: Fresh Dairy Direct and WhiteWave-Morningstar. Fresh Dairy Direct, formerly DSD Dairy, is a processor and distributor of milk and other dairy products in the United States, with products sold under more than 50 local and regional brands and a range of private labels. WhiteWave-Morningstar markets and sells a variety of branded dairy and dairy-related products, such as Silk soymilk and cultured soy products, Horizon Organic milk and other dairy products, The Organic Cow, International Delight coffee creamers, LAND O'LAKES creamers and fluid dairy products, and Rachel's Organic dairy products. WhiteWave-Morningstar also offers branded soy-based beverages and food products in Europe, marketing its products under the Alpro and Provamel brands. In July 2009, the Company completed the acquisition of the Alpro division of Vandemoortele, N.V.

### **Diamond Foods, Inc. (Nasdaq: DMND)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food > Sweets and Snacks > Snack Foods

Diamond Foods, Inc. (Diamond), incorporated in 2005, is a packaged food company focusing on building, acquiring and energizing brands. The Company specializes in processing, marketing and distributing snack products and culinary, in-shell and ingredient nuts. It sells its products to global, national, regional and independent grocery, drug and convenience store chains, as well as to mass merchandisers, club stores and other retail channels. It has five product lines: Snack, Culinary, Retail In-shell, International Non-Retail and North American Ingredient/Food Service. On March 31, 2010, the Company completed acquisition of Kettle Foods from Lion Capital LLP, a potato chip company present in the United States and United Kingdom, which added the complementary brand Kettle to its existing portfolio of brands in the snack industry.



### **Energizer Holdings, Inc. (NYSE: ENR)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Household Products > Household Appliances and Tools > Small Appliances and Accessories > Consumer Batteries

Energizer Holdings, Inc. (Energizer), incorporated in 1999, is a manufacturer and marketer of primary batteries, portable lighting and personal care products in the wet shave, skin care, feminine care and infant care categories. The Company's brand names Energizer and Eveready are marketed and sold in more than 165 countries. Energizer operates in two segments: Household Products and Personal Care. Its subsidiaries operate a number of manufacturing and packaging facilities in 14 countries on five continents. On November 23, 2010, the Company completed the acquisition of American Safety Razor, LLC.

### **Flowers Foods, Inc. (NYSE: FLO)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food > Grain-Based Food Products

Flowers Foods, Inc. (Flowers Foods) is a producer and marketer of bakery products in the United States. The company consists of two segments: direct-store-delivery (DSD) and warehouse delivery. The DSD segment focuses on the production and marketing of bakery products to United States customers in the Southeast, Mid-Atlantic and Southwest, as well as markets in California and Nevada primarily through its direct-store-delivery system. The warehouse delivery segment produces snack cakes for sale to co-pack, retail and vending customers, as well as frozen bread, rolls and buns. The Company's branded products include Flowers, Sunbeam, Mrs. Freshley's, Nature's Own, Roman Meal, Snack Away, Whitewheat, Bunny, European Bakers, Cobblestone Mill, Holsum, Broad Street Bakery, BlueBird, Aunt Hattie's, Leo's, ButterKrust, Country Hearth, Juarez, Dandee, Mary Jane and Ideal. During fiscal 2009, Flowers Foods acquired Leo's Foods, Inc., a tortilla facility located in Ft. Worth, Texas (Leo's).

### **General Mills, Inc. (NYSE: GIS)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food

General Mills, Inc. (General Mills) is a global manufacturer and marketer of consumer foods sold through retail stores. The Company is also a supplier of food products to the foodservice and commercial baking industries. General Mills manufactures its products in 15 countries and markets them in more than 100 countries. The Company's joint ventures manufacture and market products in more than 130 countries and republics worldwide. The Company's businesses are organized into three operating segments: U.S. Retail, International, and Bakeries and Foodservice. The Company sells ready-to-eat cereals, through its Cereal Partners Worldwide (CPW) joint venture. The Company's primary customers include grocery stores, mass merchandisers, membership stores, natural food chains, drug, dollar and discount chains, commercial and noncommercial foodservice distributors and operators, restaurants and convenience stores.

### **Hasbro, Inc. (Nasdaq: HAS)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Leisure Goods > Toy, Game, Hobby Goods and Musical Instruments

Hasbro, Inc. (Hasbro) is engaged in providing children's and family leisure time products and services with a portfolio of brands and entertainment properties, including a range of toys, games and licensed products. Its offerings include a variety of games, including traditional board, card, hand-held electronic, trading card, role-playing and digital versatile disc (DVD) games, as well as electronic learning aids and puzzles. Toy offerings include boys' action figures, vehicles and playsets, girls' toys, electronic toys, plush products, preschool toys and infant products, electronic interactive products, creative play and toy related specialty products. Hasbro operates in three segments: United States (U.S.) and Canada, International and Entertainment and Licensing. In addition, its Global Operations segment is responsible for arranging product manufacturing and sourcing for the United States and Canada and International segments.

### **Hanesbrands Inc. (NYSE: HBI)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Apparel and Accessories > Apparel and Footwear > Apparel > Intimates/Sleepwear

Hanesbrands Inc. is a consumer goods company with a portfolio of apparel brands, including Hanes, Champion, Playtex, Bali, L'eggs, Just My Size, barely there, Wonderbra, Stedman, Outer Banks, Zorba, Rinbros and Duofold. The Company designs, manufactures, sources and sells a range of apparel essentials, such as T-shirts, bras, panties, men's underwear, kids' underwear, casualwear, activewear, socks and hosiery. It operates under six segments: innerwear, outerwear, hosiery, direct to consumer, international and other. In October 2009, the Company completed the sale of its yarn operations. In November 2010, the Company acquired GearCo, Inc., known as Gear For Sports, a seller of licensed logo apparel in collegiate bookstores and other channels.



### **Iconix Brand Group, Inc. (Nasdaq: ICON)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Apparel and Footwear > Apparel > Casual Wear/Teen Wear

Iconix Brand Group, Inc., (Iconix) is a brand management company engaged in licensing, marketing and providing trend direction for a portfolio of owned consumer brands. AS OF December 31, 2009, the Company owned 17 brands, through its wholly owned subsidiaries, Candie's, Bongo, Badgley Mischka, Joe Boxer, Rampage, Mudd, London Fog, Mossimo, Ocean Pacific/OP, Danskin, Rocawear, Cannon, Royal Velvet, Fieldcrest, Charisma, Starter and Waverly, which it licenses directly to retailers, wholesalers and suppliers for use across a range of product categories, including apparel, footwear, sportswear, fashion accessories, home products and decor, and beauty and fragrance. In May 2009, Iconix acquired a 50% interest in Hardy Way LLC, the owner of the Ed Hardy brands. In October 2009, the Company, through the joint venture company IP Holdings Unltd LLC, acquired a 51% interest in the Ecko portfolio of brands, including the Ecko brands and Zoo York.

### **Jarden Corporation (NYSE: JAH)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Household Products

Jarden Corporation (Jarden) is a global consumer products company. The Company is a provider of a range of consumer products. Jarden operates in three business segments: Outdoor Solutions, Consumer Solutions and Branded Consumables. The Company manufactures or sources, markets and distributes a number brands in Outdoor Solutions segment, which include Abu Garcia, Berkley, Campingaz, Coleman, Fenwick, Gulp!, K2, Marker, Marmot, Mitchell, Penn, Planet Earth, Rawlings, Shakespeare, Sevylor, Stearns, Stren, Trilene, Ugly Stik, Volkl and Zoot. It manufactures or sources, markets and distributes a number brands in Consumer Solutions segment, which include Bionaire, Crock-Pot, FoodSaver, Health o meter, Holmes, Mr. Coffee, Oster, Patton, Rival, Seal-a-Meal, Sunbeam and VillaWare. In April 2010, the Company acquired the Mapa Spontex Baby Care and Home Care businesses of Total S.A.

### **JAKKS Pacific, Inc. (Nasdaq: JAKK)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Leisure Goods > Toy, Game, Hobby Goods and Musical Instruments

JAKKS Pacific, Inc. (JAKKS) is engaged in the development, production and marketing of consumer products, including toys and related products, stationery and writing instruments and pet toys and related products, some of which are based on entertainment properties and character licenses. It is a multi-line, multi-brand toy company that designs, produces, markets and distributes toys and related products, writing instruments and related products, pet toys, consumables and related products, electronics and related products, kids indoor and outdoor furniture, and other consumer products. It also develops products marketed under its own trademarks and brand names. The Company markets product into the toy activity category, which contain a range of activities, such as food play, make and paint your own characters, jewelry making, art studios, posters, puzzles and other projects. JAKKS Pet products include pet toys, treats, beds, clothes and related pet products.

### **Kellogg Company (NYSE: K)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food > Grain-Based Food Products

Kellogg Company is engaged in the manufacturing and marketing of ready-to-eat cereal and convenience foods. The Company's principal products are ready-to-eat cereals and convenience foods, such as cookies, crackers, toaster pastries, cereal bars, fruit snacks, frozen waffles and veggie foods. These products were manufactured in 18 countries and marketed in more than 180 countries. The Company's cereal products are marketed under the Kellogg's name and are sold to the grocery trade through direct sales forces for resale to consumers. The Company also markets cookies, crackers and other convenience foods under brands, such as Kellogg's, Keebler, Cheez-It, Murray, Austin and Famous Amos.

### **Lancaster Colony Corp. (Nasdaq: LANC)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food

Lancaster Colony Corporation is a diversified manufacturer and marketer of consumer products focusing primarily on specialty foods for the retail and foodservice markets. The Company also manufactures and markets candles for the food, drug and mass markets. It is also engaged in the distribution of various products, including glassware and candles, to commercial markets. The Company operates in two segments: Specialty Foods and Glassware and Candles. The food products the Company manufactures and sells include salad dressings and sauces marketed under the brand names Marzetti, T. Marzetti, Cardini's, Pfeiffer and Girard's; fruit glazes, vegetable dips and fruit dips marketed under the brand name T. Marzetti; Greek yogurt vegetable dips marketed under the brand name Otria; frozen breads marketed under the brand names New York BRAND and Mamma Bella. It sells candles, candle accessories, and other home fragrance products in a variety of sizes, forms and fragrance.



### **LeapFrog Enterprises, Inc. (NYSE: LF)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Leisure Goods > Toy, Game, Hobby Goods and Musical Instruments

LeapFrog Enterprises Inc. (LeapFrog), incorporated in 1997, designs, develops and markets a family of technology-based learning platforms and related content for infants through age twelve, both at home and in schools worldwide. The Company's product portfolio consists of standalone learning toys, interactive reading systems, educational gaming systems, and software-based book and game content. The Company operates in two business segments: United States and International. The Company's products are available in four languages and are sold through retailers, distributors, directly to consumers via the leapfrog.com Web-store and directly to schools.

### **Lance, Inc. (Nasdaq: LNCE)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food > Sweets and Snacks > Snack Foods

Lance, Inc. offers snack food products. The Company manufactures, markets and distributes a variety of snack food products, including sandwich crackers and sandwich cookies, potato chips, cookies, crackers, other salty snacks, sugar wafers, nuts, restaurant-style crackers and candy. In addition, the Company purchases certain cakes, meat snacks, candy, restaurant style crackers and salty snacks for resale. Products are packaged in various single-serve, multi-pack and family-size configurations. The Company manufactures approximately 97% of all of the products it sells, and the remainder is purchased for resale. In October 2009, the Company acquired the Stella D'oro brand, as well as certain equipment and inventory from Stella D'oro Biscuit Co., Inc. In December 2010, the Company and Snyder's of Hanover, Inc. announced the completion of their merger.

### **Mattel Inc. (Nasdaq: MAT)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Leisure Goods > Toy, Game, Hobby Goods and Musical Instruments

Mattel, Inc. (Mattel) designs, manufactures and markets toy products worldwide through sales to customers and directly to consumers. Mattel's portfolio of brands and products are grouped in categories, such as Mattel Girls & Boys brands, including Barbie fashion dolls and accessories (Barbie), Polly Pocket, Little Mommy, Disney Classics, and High School Musical (collectively Other Girls Brands), Hot Wheels, Matchbox, Battle Force 5, Speed Racer and Tyco R/C vehicles and playsets (collectively, Wheels), and CARS, Radica, Toy Story, Max Steel, Batman, and Kung Fu Panda products, and games and puzzles (collectively Entertainment); Fisher-Price brands, including Fisher-Price, Little People, BabyGear and View-Master (collectively, Core Fisher-Price), Sesame Street, Dora the Explorer, Go-Diego-Go!, and See 'N Say (collectively, Fisher-Price Friends) and Power Wheels, and American Girl brands, including Just Like You, the historical collection and Bitty Baby.

### **Prestige Brand Holdings, Inc. (NYSE: PBH)**

**Focus Area of Business:** Healthcare > Biopharmaceuticals > Specialty Pharma > Diversified Specialty Pharma

Prestige Brands Holdings, Inc. (Prestige) is a holding company that, together with its subsidiaries, is engaged in the marketing, sales and distribution of over-the-counter healthcare, personal care and household cleaning brands to mass merchandisers, drug stores, supermarkets, club and dollar stores primarily in the United States, Canada and certain other international markets. The Company conducts its operations through three principal business segments: Over-the-Counter Healthcare, Household Cleaning and Personal Care. Prestige's principal customer relationships include Wal-Mart, Walgreens, CVS, Target and Dollar Tree. On October 28, 2009, the Company sold its three shampoo brands, Prell Shampoo, Denorex Dandruff Shampoo and Zincon Dandruff Shampoo, from the Personal Care segment. In November 2010, the Company acquired Blacksmith Brands Holdings, Inc.

### **Perrigo Company (Nasdaq: PRGO)**

**Focus Area of Business:** Healthcare > Biopharmaceuticals > Generics

Perrigo Company is a global healthcare supplier that develops, manufactures and distributes over-the-counter (OTC) and generic prescription (Rx) pharmaceuticals, nutritional products, infant formulas, active pharmaceutical ingredients (API) and pharmaceutical and medical diagnostic products. The Company is a store brand manufacturer of OTC pharmaceutical products and infant formulas. The Company's primary markets and locations of manufacturing and logistics operations are the United States, Israel, Mexico, the United Kingdom and Australia. Perrigo Company operates through several wholly owned subsidiaries. On February 26, 2010, the Company completed the sale of its Israel Consumer Products business to Emilia Group, a subsidiary of O. Feller Holdings Ltd. On April 30, 2010, the Company acquired 100% of the shares of PBM Holdings, Inc.



### **Ralcorp Holdings, Inc. (NYSE: RAH)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food

Ralcorp Holdings, Inc. (Ralcorp) is engaged in manufacturing, distributing and marketing private-brand food products, Post brand ready-to-eat cereal products and other regional and value-brand food products in the grocery, mass merchandise, drugstore and foodservice channels. It operates in five segments: Branded Cereal Products; Other Cereal Products; Snacks, Sauces & Spreads, Frozen Bakery Products, and Pasta. On May 31, 2010, the Company completed the acquisition of North American Baking Ltd. On May 31, 2010, it completed the acquisition of J.T. Bakeries Inc., a manufacturer of private-brand and co-branded gourmet crackers in North America for customers in the United States, Canada and Great Britain. On June 25, 2010, it completed the acquisition of Sepp's Gourmet Foods Ltd., a manufacturer of foodservice and private-brand frozen griddle products. On July 27, 2010, it completed the acquisition of American Italian Pasta Company (AIPC).

### **Revlon, Inc. (NYSE: REV)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Personal Care and Cleaning Products

Revlon, Inc. conducts its business through its direct wholly owned subsidiary, Revlon Consumer Products Corporation (Products Corporation) and its subsidiaries. It is a direct and indirect majority-owned subsidiary of MacAndrews & Forbes Holdings Inc. The Company manufactures, markets and sells an array of cosmetics, women's hair color, beauty tools, anti-perspirants/deodorants, fragrances, skincare and other beauty care products. The Company's products are sold worldwide and marketed under brand names, including the Revlon ColorStay, Revlon Super Lustrous and Revlon Age Defying franchises, as well as the Almay brand, including the Almay Intense i-Color and Almay Smart Shade franchises, in cosmetics; Revlon ColorSilk in women's hair color; Revlon in beauty tools; Mitchum anti-perspirants/deodorants; Charlie and Jean Nate in fragrances, and Ultima II and Gatineau in skincare.

### **The J.M. Smucker Company (NYSE: SJM)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food

The J. M. Smucker Company is engaged in the manufacturing and marketing of branded food products on a worldwide basis. Majority of the Company's sales are in the United States. The Company's operations outside the United States are principally in Canada although products are exported to other countries, as well. Sales outside the United States represented approximately 10 % of total consolidated Company sales during the fiscal year ended April 30, 2010 (fiscal 2010). The Company's branded food products include a portfolio of brands that are sold to consumers through retail outlets in North America. The Company has four segments: U.S. Retail Coffee Market, U.S. Retail Consumer Market, U.S. Retail Oils and Baking Market, and Special Markets. The Company's three U.S. retail market segments in total comprised over 80 % of the Company's net sales in fiscal 2010. Its principal products are coffee, peanut butter, shortening and oils, fruit spreads, canned milk and baking mixes.

### **Smart Balance, Inc. (Nasdaq: SMBL)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food

Smart Balance, Inc. is a marketer of functional food products in the United States primarily under the Smart Balance and Earth Balance trademarks. The Company sells the Smart Balance products in grocery, mass merchandise and convenience stores. In the natural food channel, it sells similar natural and organic products under the Earth Balance trademark.

### **Tootsie Roll Industries, Inc. (NYSE: TR)**

**Focus Area of Business:** Consumer > Consumer Products and Services > Food, Beverage and Agriculture > Food > Sweets and Snacks > Confectionary

Tootsie Roll Industries, Inc. is engaged in the manufacture and sale of confectionery products. The Company's products are sold under the trademarks TOOTSIE ROLL, TOOTSIE ROLL POPS, CHILD'S PLAY, CARAMEL APPLE POPS, CHARMS, BLOW-POP, BLUE RAZZ, ZIP-A-DEE POPS, CELLA'S, MASON DOTS, MASON CROWS, JUNIOR MINT, CHARLESTON CHEW, SUGAR DADDY, SUGAR BABIES, ANDES, FLUFFY STUFF, DUBBLE BUBBLE, RAZZLES, CRY BABY and NIK-L-NIP. Its products are marketed in a variety of packages designed to be suitable for display and sale in different types of retail outlets. They are distributed through approximately 100 candy and grocery brokers and by the Company itself to approximately 15,000 customers throughout the United States.



## Wal-Mart Suppliers Index (WMX)

March 2011 Index Report

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