

Corn Pops *FACTS*

Company: Kellogg
 Marketed directly to children: YES
 FACTS Index: 40

NUTRITION FACTS:

Overall Nutrition Score: 35.8

Ranking: 42 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Chocolate Peanut Butter</i>	30	37%	4%	778	No	No	----
<i>(Regular)</i>	36	41%	0%	379	No	No	Yes

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): \$9,289.50

Ranking: 10

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 10

Average Ads Viewed by Age*				
Children			Adolescents	
2-5 years	6-11 years	Child to adult viewing ratio	12-17 years	Teen to adult viewing ratio
39	44	4.7	27	3.0

*From 1/1/08 to 3/31/09

INTERNET MARKETING*

Child-targeted website exposure:

Ranking: 6

▪ *CornPops.com*

Child-targeted banner ad exposure:

Ranking: 8

Website Exposure*			
Avg unique visitors per month: Age 2-11 (000)	Avg unique visitors per month: Age 12-17 (000)	Avg times visited per month	Avg minutes per visit
21.4	11.1	1.1	2.2

* From 1/1/08 to 3/31/09

Banner Ad Exposure*		
Avg unique viewers per month (000)	Avg ads viewed per month	% of advIEWS on youth website
4,641	2.6	36%

* From 10/01/08 to 3/31/09

IN-STORE MARKETING*

Total share of shelf: 1.43%

Ranking: 12

In-store displays and promotions:

Ranking: 4

Shelf Space		Displays		Promotions	
% of stores stocking	Avg # facings per store	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store
97%	7.6	45%	1.9	86%	3.1

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box:

Ranking: 31

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
0.0%	0	0.0%	0	33%

Child engagement features on the box:

Ranking: 20

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
17%	1.0	100%	0%

* From 10/08 to 3/09