



SPINScan Conventional Facts

					<i>Baseline</i>	<i>Baseline</i>	<i>Baseline</i>
	Dollars	Units	EQ	%ACV	Dollars	Units	EQ
Standard Facts							
Total	4	4	4	4			
Sales Per Million	4	4	4				
Promotion Facts							
TPR	4	4	4	4			
Any Feature w/o Display	4	4	4	4			
Any Display w/o Feature	4	4	4	4			
Any Feature and Display	4	4	4	4			
Any Promo	4	4	4	4			
No Promo	4	4	4	4			
Baseline Facts							
Total Baseline					4	4	4
Any Feature w/o Display					4	4	
Any Display w/o Feature					4	4	
Any Feature and Display					4	4	
Any Promo					4	4	
No Promo					4	4	
TPR					4	4	