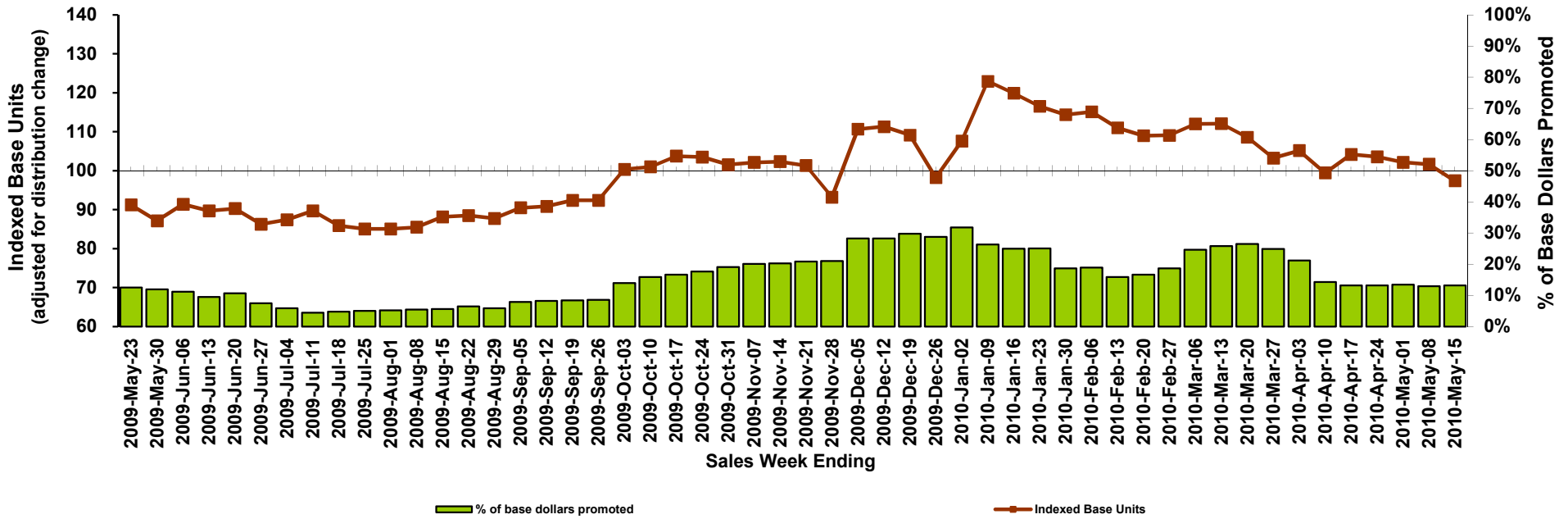




Channel: Natural Product Supermarkets > \$2MM
Source: Natural Channel Regions
Current Period: 52 Weeks ending 05/15/2010
Market: Total US - Natural Channel
Report Level: CATEGORY

Promo Placement (Seasonality) Report

CATEGORY X



Holiday Reference

Father's Day	6/21/2009	Christmas	12/25/2009
Independence Day	7/4/2009	New Years	1/1/2010
Labor Day	9/7/2009	Valentine's Day	2/14/2010
Start of Rosh Hashanah	9/19/2009	Start of Passover	3/30/2010
Halloween	10/31/2009	Easter	4/4/2010
Thanksgiving	11/26/2009	Mother's Day	5/9/2010
Start of Hanukkah	12/11/2009	Memorial Day	5/31/2010