THE SNACK NUT LINE-UP

Glazed Blends
Backyard Grill Walnut's n Almonds - 7 oz  
Honey Dijon Walnuts ’n Cashews - 7 oz  
Apple Cinnamon Walnuts ’n Almonds - 7 oz  
Butter Toffee Walnuts - 7 oz  
Pecan Pie Pecans - 5 oz  
Original Glazed Walnuts – 7oz

“On-The-Go” Canisters
Whole Cashews -10 oz  
Cashew Halves & Pieces -10 oz  
Dry Roasted Peanuts - 12 oz  
Cocktail Peanuts - 12 oz  
Old Fashioned Honey Roasted Peanuts - 12 oz  
Deluxe Mixed Nuts - 10 oz  
Mixed Nuts - 11.5 oz  
Dry Roasted Almonds - 11 oz  
Roasted Walnuts – 10 oz

Emerald Launch Strategy

As of August 1, 2003 Diamond has chosen a new advertising agency: Goodby, Silverstein & Partners

Built a reputation on creative work that uses clever, offbeat humor

Key clients include:
- Budweiser
- Saturn
- Goodyear
- hp
- Milk
- Foster Farms
- eBay
Emerald Launch Strategy

The robust media plan included:

- Super Bowl
- Olympics
- Retail
- Promotions

Emerald Consumer Advertising

National Television - Super Bowl 2005

- Emerald Nuts Super Bowl Spot ran during critical play in the 4th quarter and was watched by over 89 million people.
- Emerald Spot was ranked in the top 10 on several national ad polls.
- Spot also ran on cable TV the week after the Super Bowl (2/7 – 2/13). Networks included: ESPN, TNT and TBS
- Over 62 million gross impressions in our target demographic
PARTNER PROMOTIONS

Miller Beer Super Bowl 2005 Promotion

- Super Bowl 2005 Emerald will partner with Miller Lite, Miller Genuine Draft and Beringer Vineyards Stone Cellars brand wines.
- Miller Beer Super Bowl Point of Sale material will feature $1.00 off any (2) Emerald Snack Nut products.
- Miller “Super Party Zone” Display areas will feature POS material that includes 1.2 million Emerald IRC’s.

Superbowl Display (New York)
Emerald Consumer Advertising

USA Today Full-Page Ad

- Full-color advertisement on the back page of the Sports section.
- Ran Wednesday, February 2
- 2.3 Million circulation
- $.55 coupon good on Emerald Snack or Diamond Culinary Nuts
- Called attention to Emerald’s Super Bowl commercial airing in the 4th quarter
- Calls out the emeraldnuts.com website

Emerald Consumer Advertising

Spring 2005 Regional Newspaper Advertising and FSI Coupons

- Full-color advertisement in the sports section of regional newspapers.
- March/April timing
- 6 million circulation
- $1.00 off coupon good on Emerald Nuts
Emerald Web Advertising

Super Bowl Update to the Website

- Addition of Super Bowl commercial countdown clock prior to the big game and the creation of an online viral campaign after the game
  - The day after the Super Bowl, emeraldnuts.com had 24,308 visits (compared to 1,182 visits per day during our previous busiest month, October 2004).
  - Created a second website – angryleprechaun.com (more than 10,000 visits as of 2/13)
  - Features fictitious story of the leprechaun that was cut from the Super Bowl Commercial
  - Allows viewers to see the version of the spot that included the leprechaun and join in the fun of the leprechaun’s saga and his campaign against Emerald Nuts
  - Press release from angry leprechaun generated media coverage including major article in 2/9 New York Times

Emerald Public Relations

Pre-Super Bowl Media Coverage

- *Wall Street Journal* (circ. 2.1 million) – quarter page exclusive article
- *USA Today* round-up article (circ. 2.3 million)
- *Associated Press* Super Bowl ad round-up resulted in hundreds of online and print hits nationwide
- *Adweek* and *Brandweek* gave Emerald one of the top scores for being a good fit for Super Bowl advertising
- *Adweek* devoted 1/3 page to Emerald’s spot. Included teaser on the cover.
- Other pre-game coverage (partial list):
  - MSNBC.com
  - New York Post
  - Washington Times
  - Boston Globe
  - CNN.com
  - Bergen County (NJ) Record
  - superbowl-ad.com
  - New York Times
  - Los Angeles Times (Reuters)
  - San Francisco Chronicle
  - Pittsburgh Post
  - KOVR-TV 13 (Sacramento)
  - Stockton Record
  - Milwaukee Journal Sentinel
  - Sports Business Daily
  - Contra Costa Times
Emerald scored #9 of all the Super Bowl spots by USA Today’s Ad Meter
Emerald was one of only five Super Bowl advertisers to receive an “A” grade from faculty and students from the Kellogg School of Management at Northwestern University, the reputed No. 1 business school in the world. (Chicago Sun-Times)“The Early Show” on CBS played the entire spot on Monday morning and both the show host Hannah Storm and guest Barbara Lippert of Adweek said they loved the ad and called it “the outright funniest and most surprising.”
TiVo’s audience measurement analysis based on data from a sample of 10,000 anonymous TiVo households showed Emerald’s unicorn spot rated #1.
Emerald was rated one of the top five spots by the New York Daily News.
Emerald was rated # 4 in the ESPN top 10 spots.
Widespread national coverage by major newspapers, advertising publications, online news outlets, as well as television and radio.

Emerald Public Relations
Post Super Bowl Media Coverage

Emerald Consumer Advertising
Emerald Post Super Bowl Retail Sales Results
Emerald Total U.S. branded snack nut ($) Share is up 40% to 4.2%

<table>
<thead>
<tr>
<th>City</th>
<th>IRI % Increase in Dollar Sales</th>
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<tbody>
<tr>
<td>Milwaukee, WI</td>
<td>+151%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>+102%</td>
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<tr>
<td>Chicago, IL</td>
<td>+97%</td>
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<tr>
<td>San Diego, CA</td>
<td>+91%</td>
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<tr>
<td>Philadelphia, PA</td>
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<tr>
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<tr>
<td>Milwaukee, WI</td>
<td>+26%</td>
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IRI % Increase in Dollar Sales - 4 weeks Ending 2/20/05
Emerald Brand Distribution

Emerald 2004 Media Program

SOURCE: IRI InfoScan, 4 Wks ending February 20, 2005. Total U.S. Foods, ACV Distribution

SOURCE: QuickTime™ and a TIFF (uncompressed) decompressor are needed to see this picture.
**Emerald 2005 Consumer Support Summary**

<table>
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<th>Premium Sports Properties</th>
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<th>Partnerships</th>
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<td><strong>FOX</strong></td>
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<tr>
<th>National Advertising</th>
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<td><strong>Emeraldnuts.com</strong></td>
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**Diamond/Emerald National FSI**

- Diamond/Emerald Full Page FSI in major newspapers
- Weekend before Thanksgiving
- $.55 value off any culinary or snack nut items
- Over 43 million coupons distributed
Diamond/Emerald In Store Marketing Activities

Each year Diamond ships over 100,000 Point of Purchase displays to over 50,000 grocery, drug and mass market stores.

Diamond/Emerald Partner Promotions

Each year Diamond and Emerald partner with other leading brands to offer consumers unique recipes and valuable coupons. Key strategic partners have included:

- Nestle
- Duncan Hines
- Eagle Brand
- Hidden Valley Ranch
- Disney Home Video
- Miller Beer
- Budweiser
- Beringer Vineyards
- Fetzer Vineyards
- Clos Du Bois Vineyards
- Robert Mondavi Vineyards
- Sterling Vineyards
- Beaulieu Vineyards
- Alice White Wines
Active Lifestyle Sponsorships

2004 Emerald Bowl

- Over 30,000 tickets sold
- National live coverage on ESPN TV and radio as well as a re-broadcast on 1/1/05
- Household rating of 2.04 (coverage was viewed by over 4.2 million households) up 65% over last year
- Diamond and Emerald commercials were aired over 16 times on ESPN2 and on the scoreboard screen.
- Brand exposure included:
  - Large field and end zone signs
  - Players uniform patches
  - Logos on Goal posts and down markers
  - Concession stands
  - Beer and soda cups

Navy wins 34-19, which included an impressive 14.5 minute drive in the fourth quarter.

Emerald and Diamond commercials aired over 16 times on ESPN2 and on the scoreboard screen.

Active Lifestyle Sponsorships

Emerald Healthy Lifestyle Run Sponsorships

- Emerald Nuts is proud to be the “Official Snack Nut” of the New York, Los Angeles, Boston and Chicago Marathons.
- Emerald Nuts is also the title sponsor of several regional running events across the country including: New York, Los Angeles and San Francisco.
- Focus is on sampling and regional media
- Print advertising to run in regional running publications
Summary

• Understand core demographic
• Focus
• Develop brands that have meaning to consumer
• Build interest and excitement with retail trade
• Merchandising
• **Constant evaluation on marketing ROI**