

Baby Boomer Household Share of Sales for Select Categories

Beer	59.7%
Carbonated Beverages	58.9%
Pet Food	57.7%
Gum	56.7
Water-Bottled	56.6%
Men's Toiletries	55.4%
Candy	54.2%
Snacks	54.1%
Fragrances - Women	54.0%
Electronics, Records, Tapes	53.6%
Hair Care	53.2%
Frozen Novelties	53.2%
Deodorant	52.4%

Source: Nielsen Homescan

Total U.S. All Outlets 52 weeks ending 06/28/08