

<b>JOB TITLE</b> Eating Right Kids - Direct Mail		<b>PROOF CYCLE</b> 1E	<b>OPTION</b> outside	<b>PROOF DATE</b> 07/09/08	<b>SIZE</b> 27" w X 6" h
<b>CLIENT</b> Jodi Barn	<b>JR #</b> Co200577-A	<b>GA #</b> 54721	<b>DESIGNER</b> TB/dew/ja	<b>WEEK #</b> ..	<b>WEEKLY INSERT</b> POS'n #..
<b>DIVISION</b> Corporate		<b>VER/STORE #</b> ..			

**Spot the Savings!**

# \$1 OFF

**NO COUPONS TO CLIP**

All Eating Right Kids™ items thru 10/31/08.  
No coupons to clip! Just use your Club Card.  
Just look for the spots whenever you shop!



**SAFeway**  
00000 Address  
Anytown, ST 00000



One Targeting  
Centre  
Windsor, CT  
06095

# SEEING SPOTS

is good for you!

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## Seeing Spots Makes Nutrition Fun!

### Introducing Eating Right Kids,™

delicious, better-for-kids meals and snacks they'll love to eat! Colorful spots on the front of every package make it easy for moms to see key nutritional facts. Bugs, Tweety and the Looney Tunes gang make eating better fun for kids.



The **BIG SPOT** shows the specific dietary benefit.

The **SMALL SPOT** highlights key nutrition facts.

### Spot Your Needs™ System

Each benefit is distinctively color-coded.

- Low Fat
- Fat Free
- Light
- High in Fiber
- High in Protein
- Low Cholesterol
- need reduced sugar PMS Reduced Sugar
- No Sugar Added
- Omega-3
- Made with Whole Wheat
- Made with Whole Grain
- Made with Multigrains



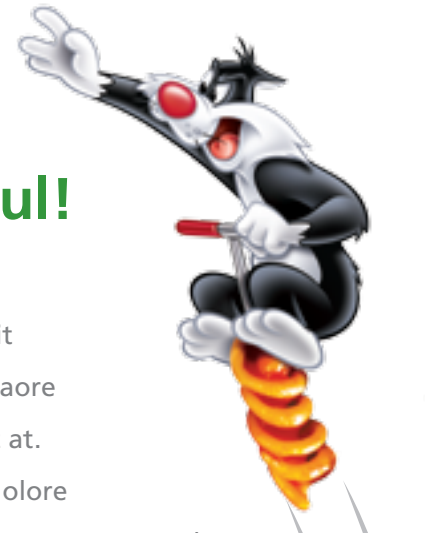
## It's Nutritional!

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## It's Flavorful!

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## It's Fun!

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