

Exhibit 1 U.S. Home Income Statements (\$Millions)

Year	2010	2011	2012	2013e
Sales	3322	3704	3999	4343
EBITDA	307	411	411	463
Change EBITDA				
Subs	154	176	181	187
Commodities	48	99	83	12
Gross Profit Margin	27%	28%	28%	30%
Trade Allowance, % of sales	9%	9.4%	10.1%	10.2%
Consumer promotion and advertising, % of sales	8%	8%	7.50%	7.40%

EBITDA : Earnings Before Interest, Taxes, Depreciation, and Amortization.

Trade Allowance: A discount offered by producers or marketers to distribution channel members (such as distributors, wholesalers, retailers), usually a short-term promotional incentive. Its objective is to effect a lower retail price to stimulate sales.

Market Development Funds (MDF)

Used in an indirect sales channel where funds are made available by a manufacturer or brand to help affiliates, channel partners, resellers, VARs, or distributors, etc. to sell its products and create local awareness about a national brand.

Managing MDF

Polling partners through advisory councils; meetings and surveys to determine how to bolster MDF related efforts.

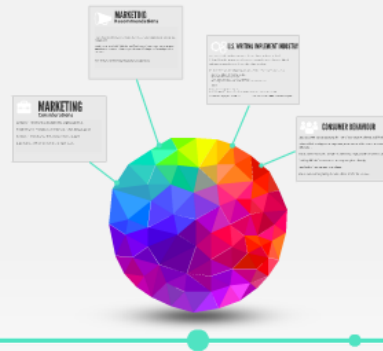
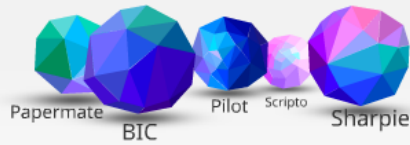
Define clear objectives with partners. Solid goals for both company and partner, how MDF will be approached and how success will be measured.

Vendors need to determine how to track success.

Identify specific numbers. Know where every dollar is spent.

Retail Chain Management

A hyper-competitive battle for retail shelf space among mass-market brands.



Simpler product lines = less confusion

Increase overall price.

Improved packaging.

Don't try to compete on price.

Use of cross-functional MDF

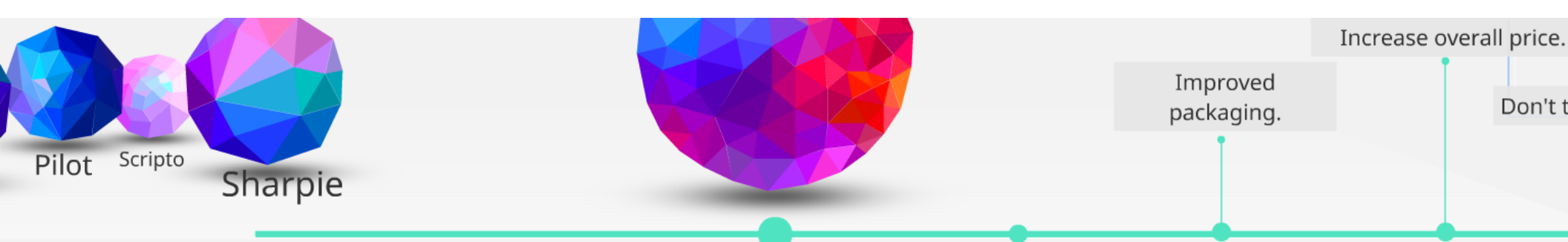
Clique Pens: The Writing Implements Division of U.S. Home

The Writing Implements Division of U.S. Home



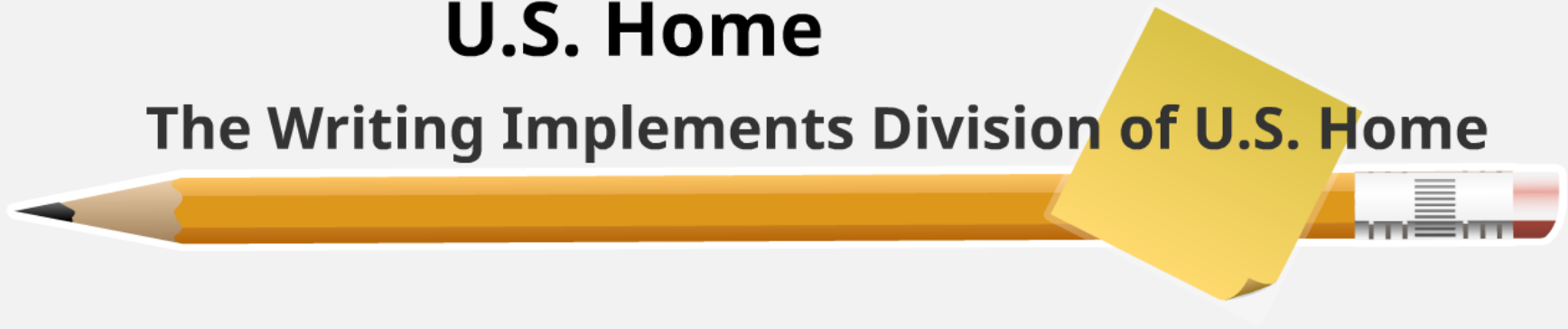
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Clique Pens: The Writing Implements Division of U.S. Home

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Exhibit 1 U.S. Home Income Statements \$Millions

Year	2010	2011	2012	2013e
Sales	1632	1784	1899	1945
EBITDA	347	401	441	465
Clique Division				
Sales	154	176	181	187
Gross profit	65	69	65	67
Gross Profit Margin	42%	39%	36%	36%
Trade allowances, % of sales	9%	9.6%	10.1%	10.3%
Consumer promo and advertising, % of sales	8%	8%	7.50%	7.40%



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