

## SAMPLE OF TRANSACTIONS

### **TYPE OF TRANSACTION/ MARKETING/PROMOTIONS**

### **TOTAL TRANSACTION VALUE**

SPONSOR ANIMAL ACTOR'S SHOW - MCA UNIVERSAL STUDIOS, UNIVERSAL CITY, CALIF. - 1983	\$500,000.00
PATSY AWARDS - MCA UNIVERSAL STUDIOS UNIVERSAL CITY, CALIF. - 1984	\$475,000.00
PROMOTIONAL INSERTS-BLAIR, NYC, NY. - 1984	\$15,000,000.00
PRODUCT PLACEMENT IN MOVIES - HELFRICH, HOLLYWOOD, CALIF. - 1984	\$40,000.00
PROMOTION ANALYSIS BY MARKET AND PRODUCT-MAJOR, NYC, NY. - 1985	\$700,000.00
PROMOTIONS EVALUATIONS - DONNELLEY, CHICAGO, ILL. - 1986	\$30,000,000.00
SPONSORSHIP OF THE WESTCHESTER DOG SHOW IN WESTCHESTER, NY - 1985	\$310,000.00
NUMEROUS PACKAGE, CO-PACKING, LABEL DESIGN ARTWORK AND OTHER TYPE SERVICE CONTRACTS FOR MARS, INC.	