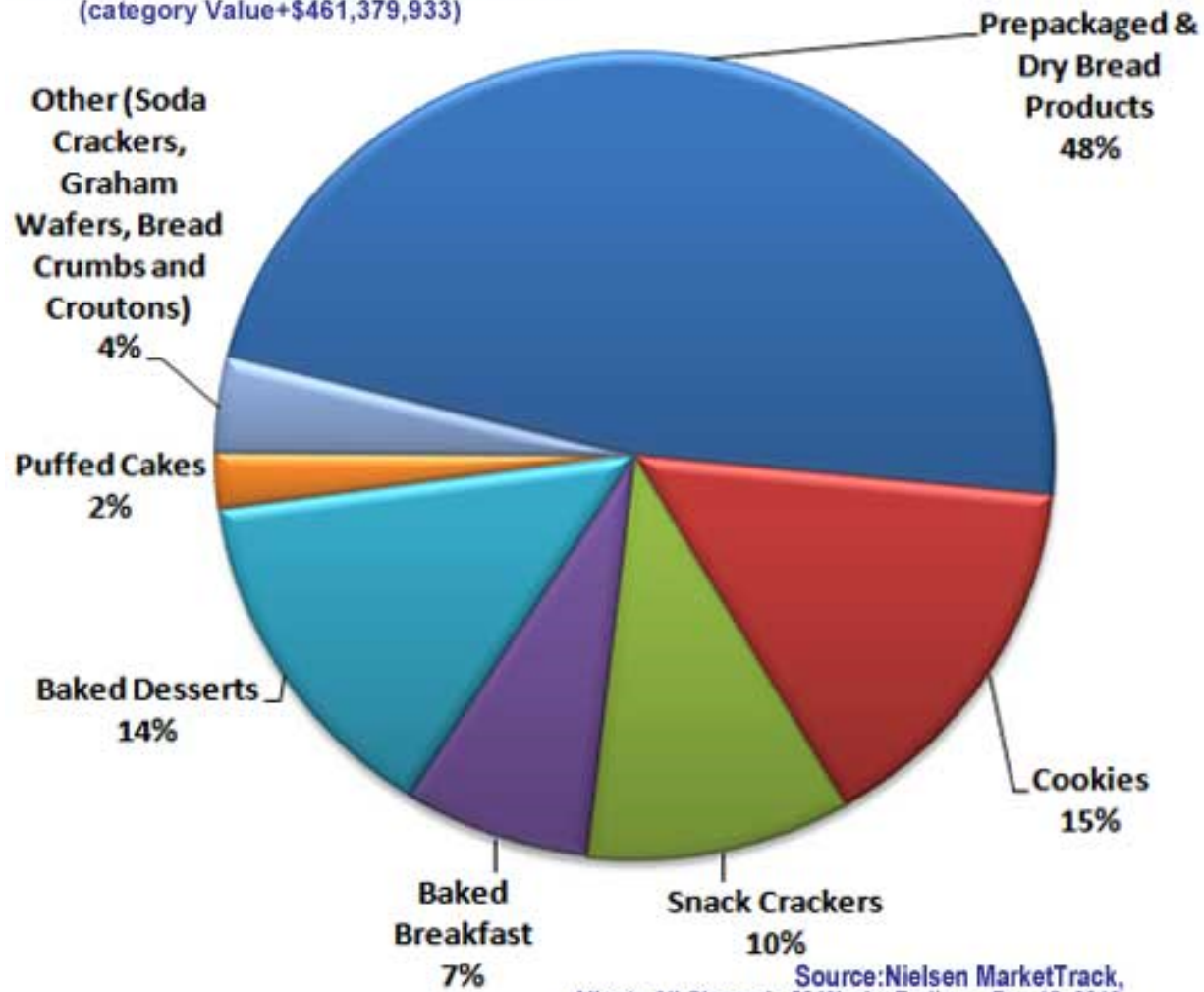


Alberta Grocery Retail Sales (2009-2010)



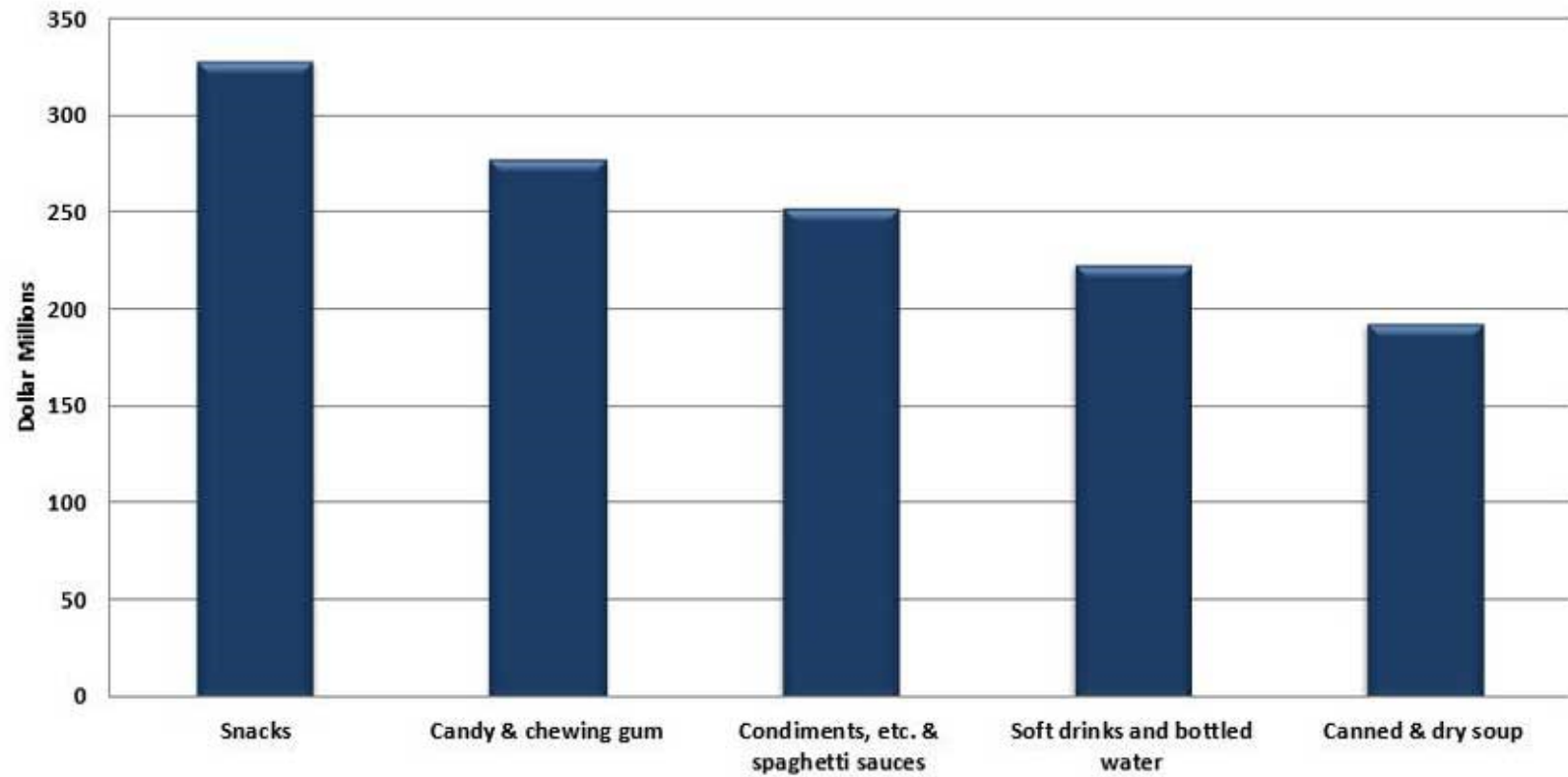
Source: Nielsen MarketTrack, Alberta All Channels, 52 Weeks Ending December 18, 2010

Perishable Baked Goods 2010
(category Value+\$461,379,933)



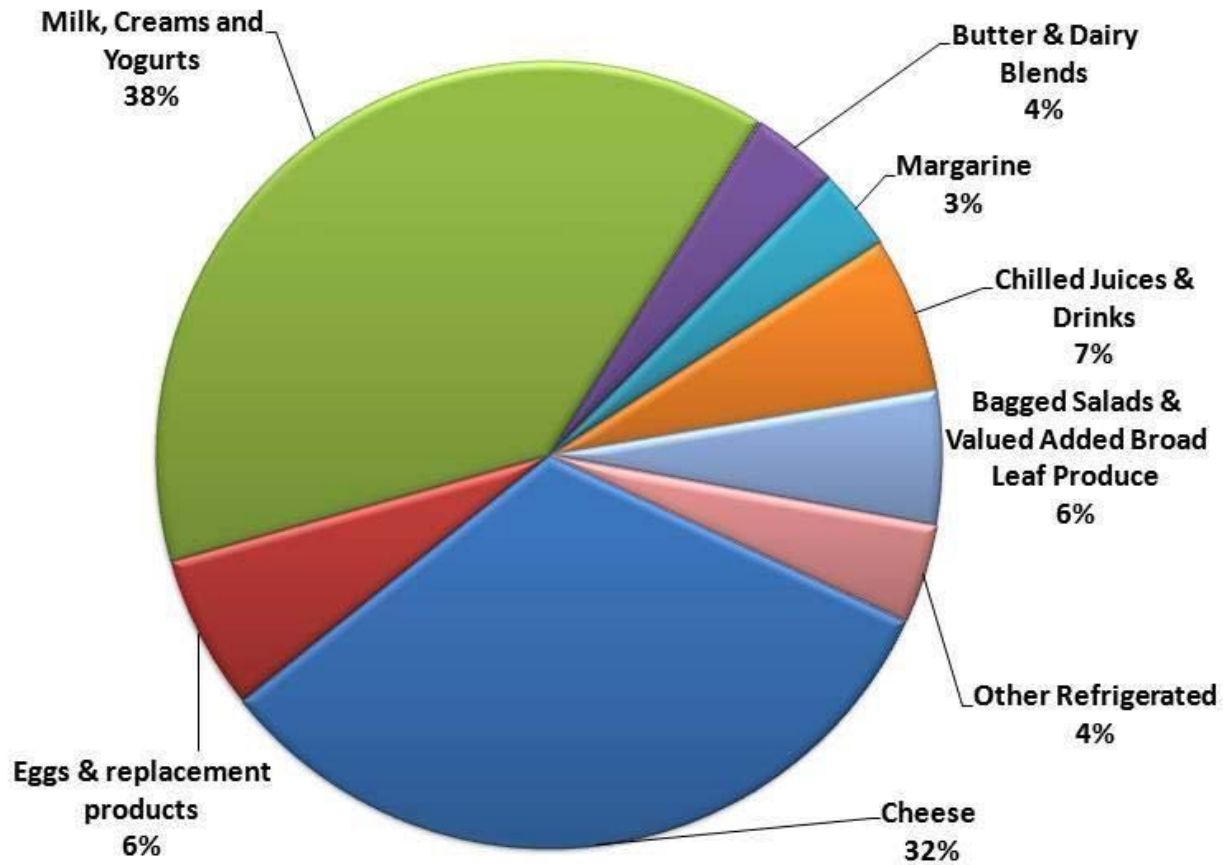
Source: Nielsen MarketTrack,
Alberta All Channels 52 Weeks Ending, Dec 18, 2010

Top Five Dry Grocery Categories Sales 2010



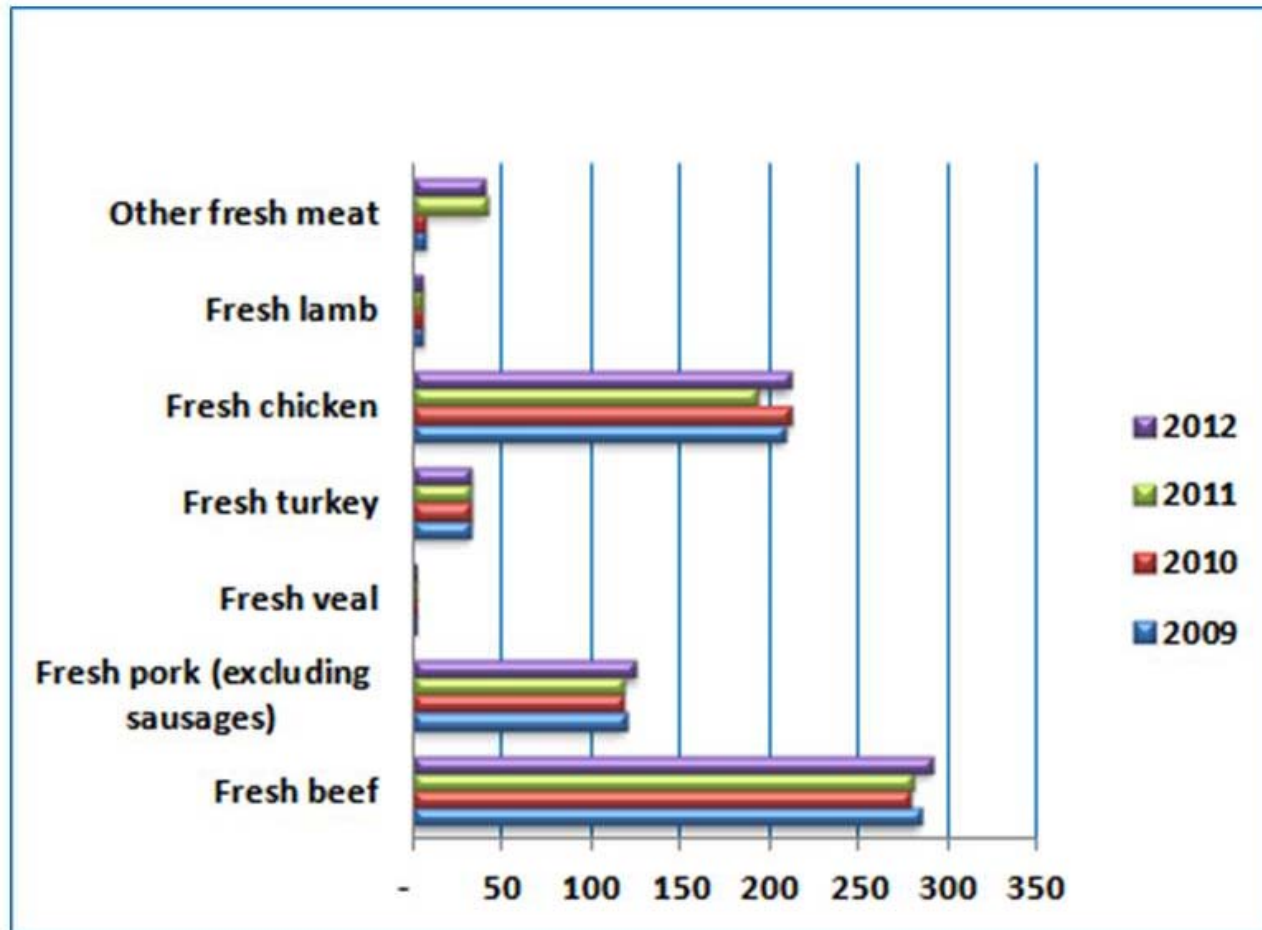
Source: Nielsen Market Track, Alberta All Channels, 52 Weeks Ending December 18, 2010

Dairy & Refrigerated 2010
Category Value = \$1, 302 milloins)



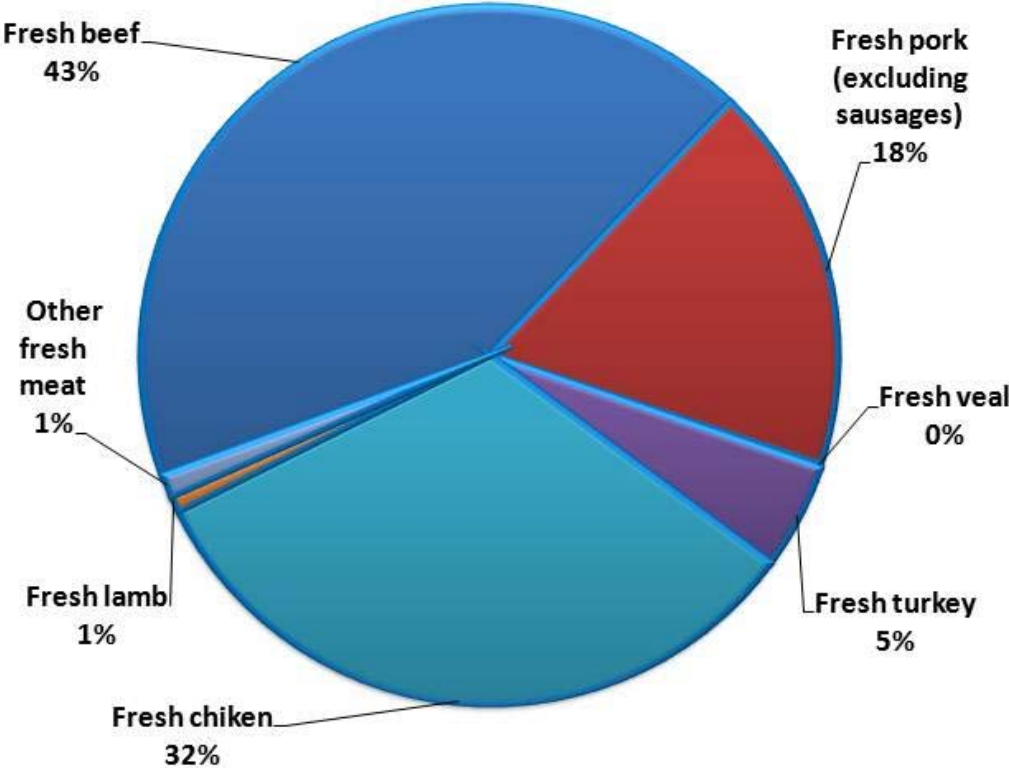
Source: Nielsen Market Track, Alberta All Channels, 52 Weeks Ending December 18, 2010

Fresh Meat Sales (Million Dollars) 2009-2012



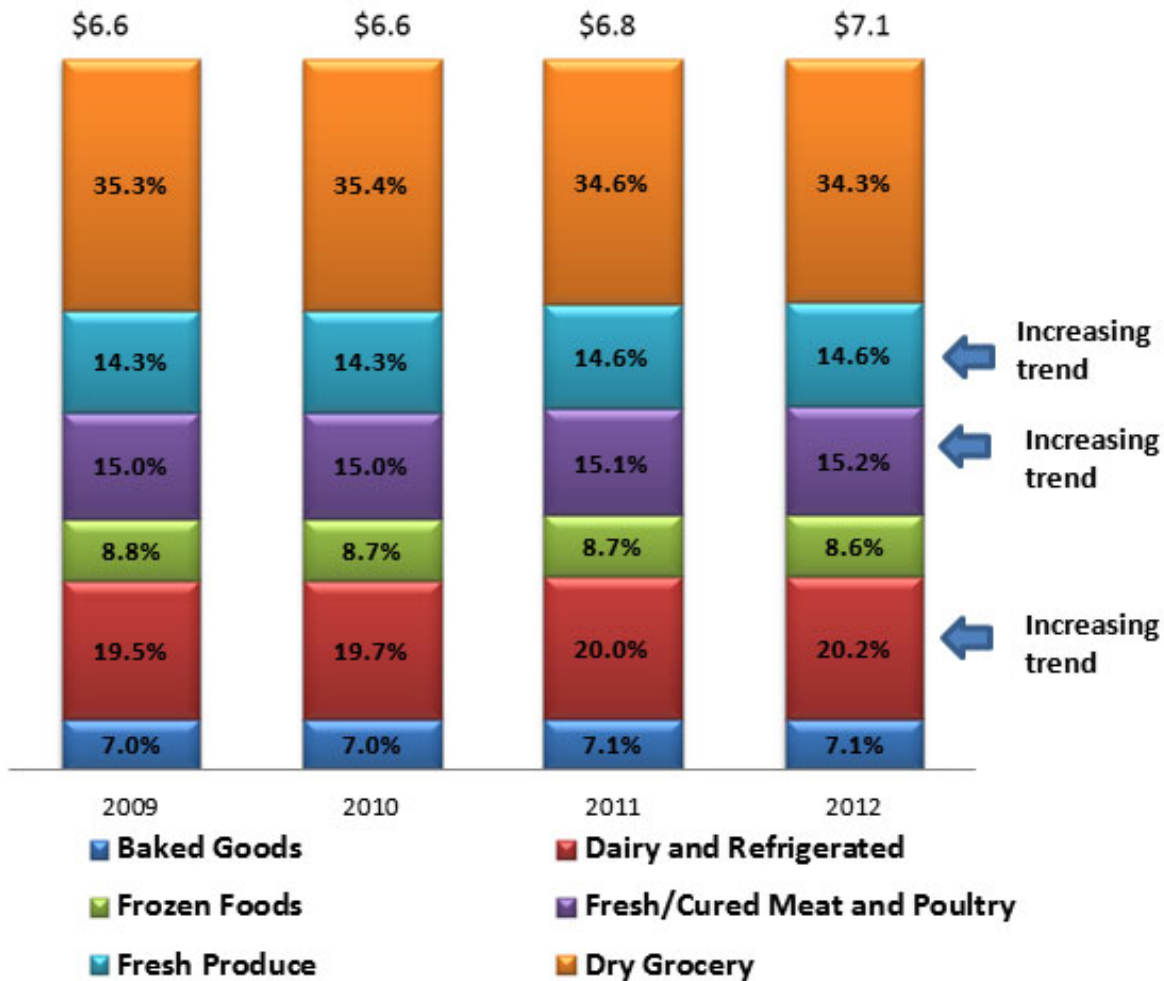
Source: Nielsen Market Track, Alberta All Channels, 2009- to 2010

**Sales Value of Fresh Meats 2010
(Category Value = \$650,819,736)**



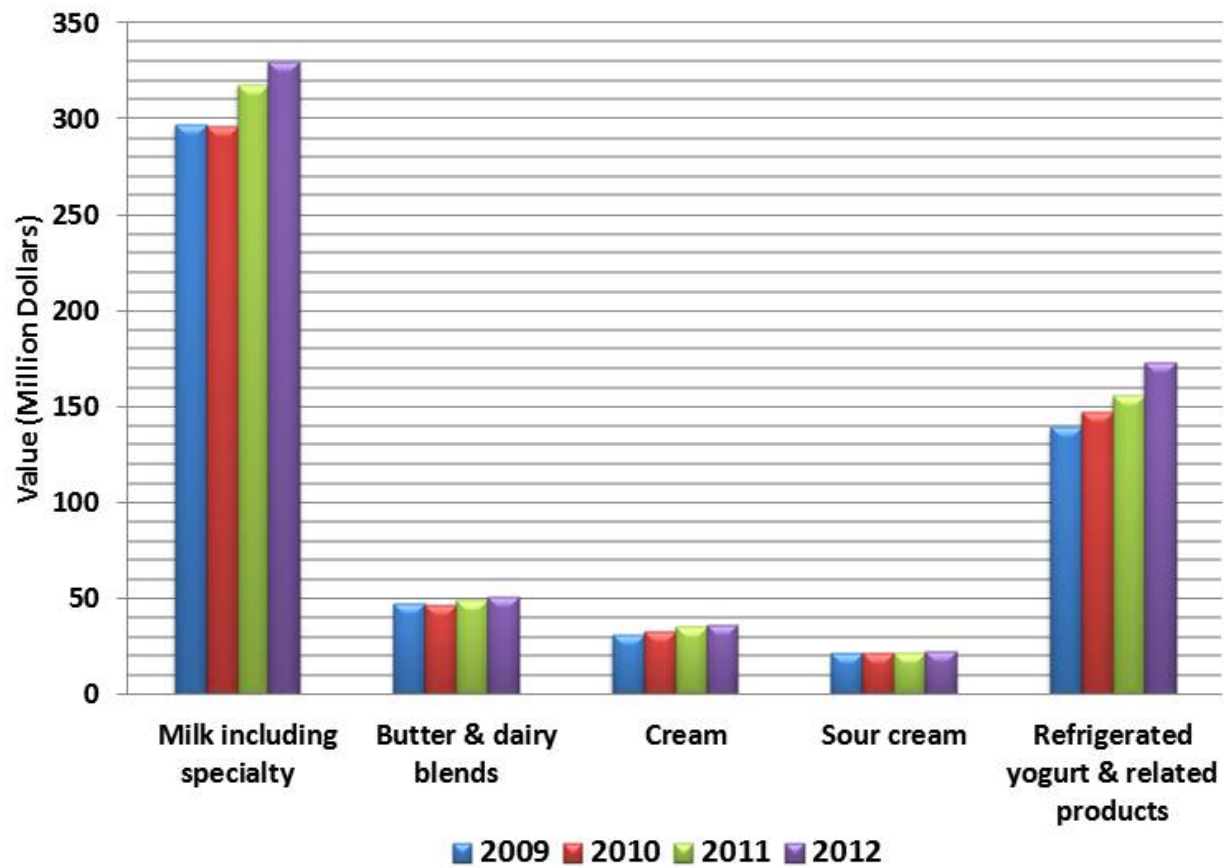
Source: Nielsen MarketTrack, Alberta All Channels, 52 Weeks Ending December 18, 2010

Alberta Grocery Retail Sales Value (Billion Dollars) 2009 to 2012



Source: Nielsen Market Track, Alberta All Channels, 2009- to 2012

Alberta Retail Sales Values-2009 to 2012 (Million Dollars) Milk and Milk Products



Source: Nielsen Market Track, Alberta All Channels, 2009 to 2012