

JOHNSON'S® Baby Powder
2010 Promotional Radio Overview



Demo: Curvy Southern Women 18 - 49 Skewing African American
GRPs: 480 General Market GRPs per market

Flights: June 14 - 27, 2010
July 12 - 25, 2010
August 9 - 22, 2010

All Stations Will Execute the Following Contesting Concepts:

Submit Your JOHNSON'S® Baby Powder® Tips to Stay Cool and Fresh

We all have tips for staying cool in the summer, whether it's applying JOHNSON'S® Baby Powder when getting dressed in the morning, putting some in your sandals or sprinkling some on after taking a dip in the pool after work or on your sheets at night while you crank up the air conditioning. Listeners will be asked to call in or log on to the station website to submit their best Baby Powder tips to stay cool and fresh this summer. One winner will be awarded the Grand Prize.

Market	Station	Dial Position	Format	Station Market Rank (AQH RTG) GM W 18-49	Station Market Rank (AQH RTG) AA W 18-49	DJ Brand Ambassador(s)	Online Activity / Additional Exposure	Grand Prize	In-Market Events (For Possible Coupon Distribution)
Atlanta	WVEE-FM	103.3	Urban Adult Contemporary	1	1	Elle Duncan Midday	Client Logo / Hyperlink / Web Template Email Blast to Opt-In Listeners	\$250 JOHNSON'S Baby Powder Soothing Spa Gift Certificate	Event: Bonner Brothers International Hair Show Event Date: August 8, 2010 Approx. Attendance: n/a # Coupons Station can Distribute: n/a Event: For Sisters Only Event Date: September 11-12, 2010 Approx. Attendance: n/a # Coupons Station can Distribute: n/a
Dallas	KVIL-FM	103.7	Adult Contemporary	1	4	Leigh Ann PM Drive	Client Logo / Hyperlink / Web Template	\$250 JOHNSON'S Baby Powder Stay Cool Cash	Event: July 4th Event Date: July 4, 2010 Approx. Attendance: 30,000 # Coupons Station can Distribute: 2,000
Dallas	KKDA-FM	104.5	Urban Adult Contemporary	4	2	Suga Midday	Client Logo / Hyperlink / Web Template / Banner Email Blast to 53,000+ Opt-In Listeners Streaming Spots	JOHNSON'S Baby Powder Cool Summer Fun - 2 Tickets to the Annual Summer Jam in the VIP Suite	Event: Summer Jam Event Date: July 31, 2010 Approx. Attendance: 8,000 # Coupons Station can Distribute: n/a Event: KRNB Summer Concert Event Date: August 10, 2010 Approx. Attendance: 3,000 # Coupons Station can Distribute: n/a
Jackson, MS	WRBL-FM	97.7	Urban Adult Contemporary	4	4	Tambra Cherie Midday	\$250 JOHNSON'S Baby Powder Stay Cool Cash	Event: America's Next Top Model Event Date: July 17, 2010 at 10am Approx. Attendance: 100 - 150 # Coupons Station can Distribute: n/a Event: Back to School Event Date: August 7, 2010 Approx. Attendance: 100 # Coupons Station can Distribute: n/a

Market	Station	Dial Position	Format	Station Market Rank (AQH RTG) GM W/ 18-49	Station Market Rank (AQH RTG) AA W/ 18-49	DJ Brand Ambassador(s)	Online Activity / Additional Exposure	Grand Prize	In-Market Events (For Possible Coupon Distribution)
Mobile	WBIX-FM	92.9	Urban Adult Contemporary	1	1	Cortney Hicks Maddy	Client Logo / Hyperlink / Web Template Email Blast to 12,000+ Opt-in Listeners Streaming Spots	Supply of JOHNSON'S Baby Powder and JBP Soothing Spa Gift Certificate	Event: Picnic in the Park Event Date: TBD Approx. Attendance: 1,000 # Coupons Station can Distribute: N/A
Nashville	WUBT-FM	101.1	Urban Adult Contemporary	1	1	Pamela PM Drive	Client Logo / Hyperlink / Web Template Streaming Spots	\$250 JOHNSON'S Baby Powder Stay Cool Cash	Event: Shoe Carnival Event Date: August 14, 2010 12n - 2pm Approx. Attendance: N/A # Coupons Station can Distribute: N/A

*Station Appearance Dates / Times are NOT final and are subject to change.