

HOW IT WORKS:

CUSTOMER GETS A \$10 OFF COUPON WHEN CUSTOMER PURCHASES \$25 OF PARTICIPATING (LISTED) ITEMS

- PURCHASES MUST BE IN A SINGLE TRANSACTION
- TRANSACTION MUST BE MADE 05/12/2010 - 06/10/2010
- WITH CLUB CARD
- \$10 OFF COUPON IS VALID ON NEXT SHOPPING TRIP
- LIMIT ONE PER TRANSACTION

PURCHASES EXCLUDE:

- SAFEWAY STORE COUPONS
- CARD LOADED COUPONS
- MANUFACTURER COUPONS AND E-COUPONS
- SALES TAX
- ONLINE PURCHASES

AD SUPPORT:

AD DETAIL

AD START AD END

1. SPLIT TAGS ON PARTICIPATING ITEMS (RIGHT SIDE READS: GET A \$10 REWARD COUPON WHEN YOU SPEND \$25 ON PARTICIPATING ITEMS)

PROMOTION TIMING:

05/12/2010 THROUGH 06/10/2010

ITEMS:

	UPC	CIC	PACK	SIZE	DESCRIPTION	ALLCTN	COMMENTS
1.	12587-60030	74400135	9	30 CT	GLAD ZIPPER BAGS FREEZER STORAGE GALLON		
2.	12587-60031	74400112	9	40 CT	GLAD FREEZER STORAGE BAGS QUART		
3.	12587-60032	74400104	9	40 CT	GLAD FOOD STORAGE BAGS GALLON		
4.	12587-60033	74400190	9	50 CT	GLAD ZIPPER BAGS FOOD STORAGE QT		
5.	12587-60034	73500038	4	80 CT	GLAD TK QT 13 GAL		
6.	12587-60042	73500082	4	40 CT	GLAD TK OS VANILLA 13 GAL		
7.	12587-60795	74450549	6	5 CT	GLADWARE CONTAINER ENTREE		
8.	12587-60796	74450553	6	5 CT	GLADWARE CONTR SOUP/SALAD		
9.	12587-60932	73500043	4	45 CT	GLAD TK DS 13 GAL		
10.	12587-60933	73500189	4	28 CT	GLAD DS BLACK 30 GAL		
11.	12587-70045	74450842	6	3 CT	GLADWARE CONTAINER DEEP DISH		
12.	12587-70067	73500018	4	40 CT	GLAD TK DS OS 13 GAL		
13.	12587-70111	74450060	6	3 CT	GLADWARE BIG BOWL		
14.	12587-70129	74500111	3	3 CT	GLADWARE FAMILY SIZE CONTAINERS SQUARE		
15.	12587-70219	74500050	6	5 CT	GLADWARE CONTAINERS SIDE DISH		
16.	12587-70240	74450271	12	8 CT	GLADWARE CONTAINERS MINI ROUND		
17.	12587-70355	73500219	6	38 CT	GLAD FF TK DS 13 GAL		
18.	12587-70359	73500234	6	25 CT	GLAD FF DS BLACK 30 GAL		
19.	12587-70487	74500052	2	12 CT	GLADWARE VARIETY PACK		
20.	12587-78082	74500031	6	3 CT	GLADWARE TALL ENTREE STORAGE CONTAINER		
21.	31878-28122	30030410	6	10 CT	VANITY FAIR/INSULAR W/LIDS		
22.	42000-14207	30030079	6	100 CT	DIXIE PLATES HEAVY DUTY DISPSBL 8 5/8IN		
23.	42000-14531	30030049	12	24 CT	DIXIE ULTRA BOWLS DISPSBL GARDEN 20 OZ		
24.	42000-15627	30030042	6	18 CT	VANITY FAIR EVERYDAY BOWLS		
25.	42000-15737	30030046	12	14 CT	VANITY FAIR DINNER PLATES		
26.	42000-15917	30030048	12	20 CT	DIXIE ULTRA PLATES DISPSBL GRDN GRILLING		
27.	42000-15989	30030096	4	100 CT	DIXIE PAPER PLATES ULTRA STRONG 10 INCH		
28.	42000-15992	30030104	12	40 CT	DIXIE PAPER PLATE ULTRA STRONG 7 INCH		
29.	42000-18435	30030248	6	60 CT	DIXIE PAPER PLATE ULTRA STRONG 8 1/2IN		
30.	42000-18613	30030047	6	50 CT	DIXIE DINNER PLATES VALUE PACK		
31.	42000-35502	30031086	12	200 CT	VANITY FAIR NAPKINS ALL OCCASION		
32.	42000-35518	30030198	12	80 CT	VANITY FAIR NAPKINS ALL OCCASION		
33.	42000-35543	30030161	12	40 CT	VANITY FAIR DINNER NAPKIN		
34.	42000-44819	30020185	24	1 RL	BRAWNY PRINT PAPER TOWELS BIG ROLL		
35.	42000-45379	30030402	12	320 CT	DIXIE NAPKINS RAINBOW PACK		
36.	42000-49320	30030058	12	45 CT	DIXIE HEAVY DUTY PAPER PLATE 9"		
37.	42000-58400	30030056	12	24 CT	DIXIE HEAVY DUTY PAPER PLATE 10"		

ITEMS:

	UPC	CIC	PACK	SIZE	DESCRIPTION	ALLCTN	COMMENTS
38.	42000-93805	30030102	6	40 CT	DIXIE ULTRA PLATES VALUE PACK		
39.	44600-01593	73100081	12	35 CT	CLOROX DISINFECTING WIPES FRESH SCENT		
40.	44600-01594	73100194	12	35 CT	CLOROX DISINFECTING WIPES LEMON FRESH		
41.	44600-30449	34010015	6	8.3 LB	KINGSFORD CHARCOAL BRIQUETTES		
42.	44600-30475	34010029	6	7.90 LB	KINGSFORD CHARCOAL BRIQUETTES MESQUITE		
43.	44600-30482	34010038	6	6.3 LB	KINGSFORD MATCH LIGHT BRIQUETTES MESQUITE		
44.	44600-30485	34010033	6	6.70 LB	KINGSFORD MATCH LIGHT BRIQUETTES		
45.	71100-00288	06040802	6	16 OZ.	HVR SALAD DRSSNG LT SR CRM RNCH		
46.	71100-00307	06040445	6	16 FZ	HVR SLD DRSG SPICY RANCH		
47.	71100-00308	06040446	6	16 FZ	HVR SLD DRSG ORIG BUTTERMILK		
48.	71100-00309	06040169	6	16 FZ	HVR SLD DRSG CRACKED PEPPERCORN RANCH		
49.	71100-00551	06040044	6	16 OZ	HVR SLD DRSG ORIG RANCH		
50.	71100-00572	06040045	6	16 FZ	HVR SLD DRSG RANCH W/BACON		
51.	71100-00577	06041408	6	16 OZ	HVR LIGHT BTL RNCH DRESSING		
52.	71100-00606	06040046	6	16 OZ	HVR SLD DRSG COLE SLAW		
53.	71100-00707	06046047	6	16 OZ	HVR SLD DRSG ORIG RNCH FF		
54.	71100-21018	06040344	6	16 FZ	HVR GARDEN VEGETABLE		
55.	71100-21031	06040200	6	16 FZ	FARMHOUSE HIDDEN VALLEY ON PRMSN RSTD		
56.	71100-21044	06040201	6	16 FZ	FARMHOUSE HIDDEN VALLEY BCN & ON HICK		

POINT OF SALE:

- ALL STORES WILL PARTICIPATE IN THE EVENT
- NEWS AMERICA WILL INSTALL POS IN SPECIFIC STORES THAT HAVE MED #15 (PLEASE REFER TO STORE LIST ATTACHMENT)

	QTY	DESCRIPTION	ESTIMATED ARRIVAL DATE TO STORE	ARRIVAL VIA	PLACEMENT IN STORE
1.	1	MED HEADER	05/12/2010 - 05/14/2010	NEWS AMERICA	• MED #15 • NEWS AMERICA TO INSTALL