

**Spic
AND
Span[®]**

HOW AMERICA SAYS CLEAN[™]



One of America's Most Trusted Household Brands for over 70 years

- First introduced in the 1930's, the brand was purchased by Procter & Gamble in 1945
- P&G invested millions in advertising over the next 50 years and introduced multiple restages and formula upgrades
- Since 2001, the brand has been part of the Spic and Span company, and has seen nearly 50% growth in the marketplace
- Current line features 20+ skus in various formulas, sizes and scents
- In 2003 the look and feel of the brand was restaged to attract younger users and increase overall brand vitality
 - New formulas (20% more cleaning power)
 - Clear PET bottles
 - Updated logo and graphics
 - Several new fragrances



Brand Facts

- Spic and Span enjoys a broad based awareness of over 90%
- Established 90% ACV distribution in Food/Drug/Mass
- Strong Brand distribution in Food and Drug, Wal-Mart, and Dollar Stores



Strong Marketing Support

- New national TV advertising went on air starting Spring 2002 with the "How America Says Clean" campaign.
 - Ads targeted at younger women, 35+
 - National Reach, 86% of women 35+, over 5 times
- Current support includes:
 - Four National FSI's per year with a circulation of over 45 Million each
 - In-store promotions
 - Bonus-size promotions
 - Co-op advertising with key retailers

Additional Product Extensions

- Antibacterial cleaner for kitchen and bath
- Dilutable cleaners and deodorizing sprays--Citrus Fresh and Lavanda Fresca
- Street Wise Auto Care – high performance concentrated car wash



Categories available for licensing:

- Home cleaning accessories
- Floor cleaning systems
- Air fresheners
- Hand soaps
- Apparel
- Role-play toys
- Car care (*Street Wise Brand*)

For information on licensing opportunities, contact:

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