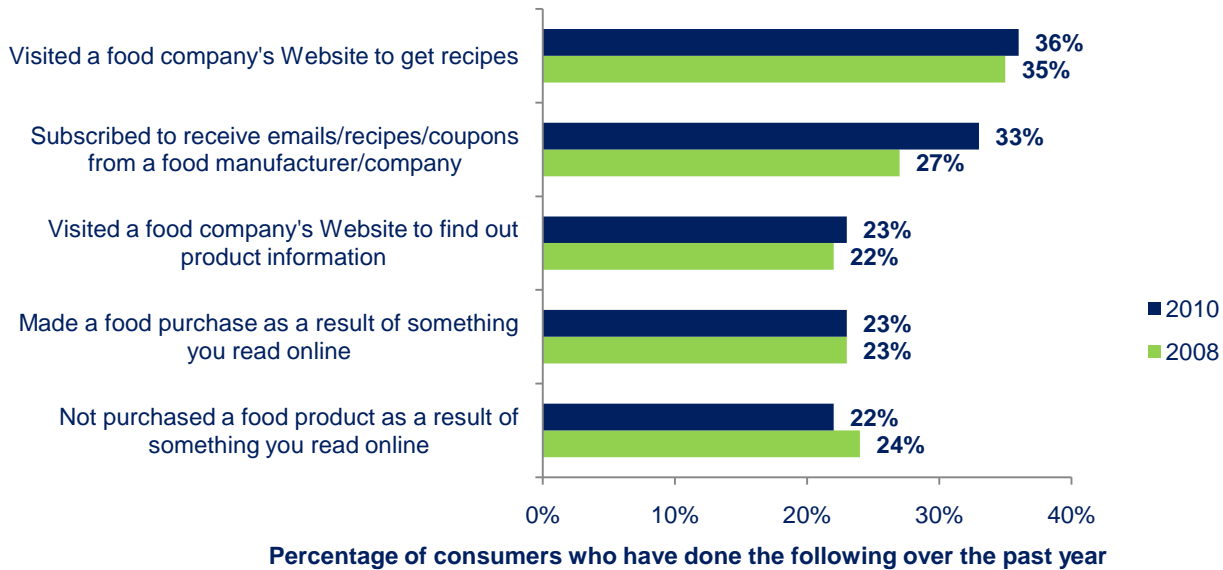




Deloitte 2010 Food Survey Online and Mobile Shopping

A Third of Consumers Subscribe to Receive eMail/Recipes/Coupons from Food Manufacturers/Companies



The Mobile Phone is a Tool for Shopping – 7 Percent Say

Among those, the percent who have used mobile phones to:	
Compare price	53%
Get/redeem coupons, discounts	44%
Get nutritional information	28%
Read product reviews	22%
Visit the food company's Website for information	22%

About the Survey

The survey was commissioned by Deloitte and conducted online by an independent research company between March 22 and March 24, 2010. The survey polled a nationally representative sample of 1,102 consumers. The survey has a margin of error of +/- three percentage points.

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