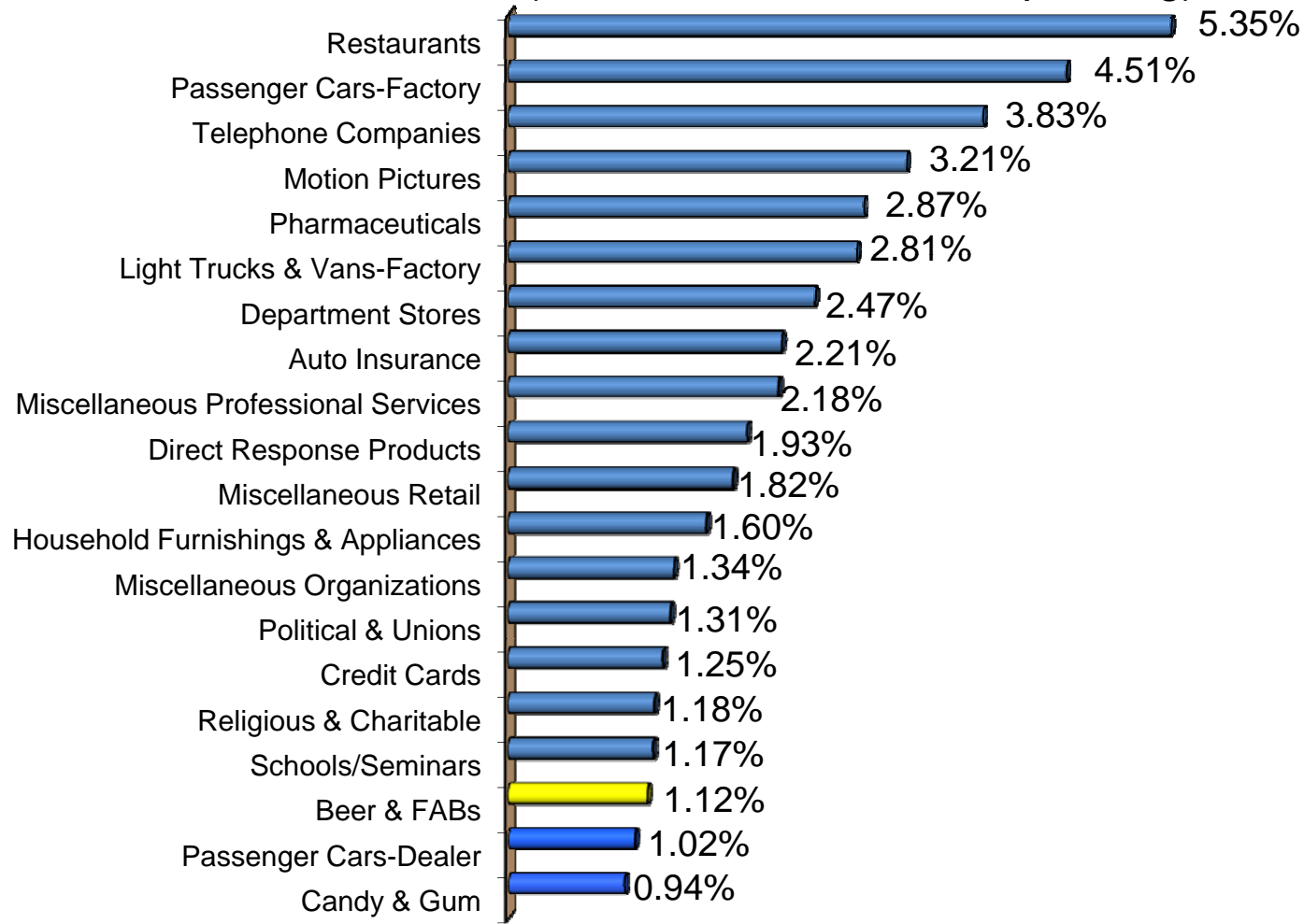


# Nielsen

## 2010 Television Spending

Top 20 Product Categories  
(% of total television ad spending)



Source: Nielsen AdViews/Monitor-Plus, January-December 2010. The Beer & FAB category represented 1.12% of total television dollars in 2010 (including Network, Cable, Local Spot and Syndication).