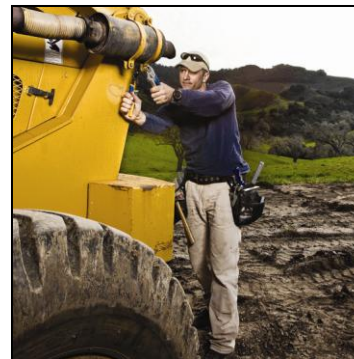




*Newell Rubbermaid*<sup>™</sup>  
Brands That Matter

## Lowe's and Irwin Piolin Partnership



## Piolin Overview

- Eddie "Piolín" Sotelo
- "Piolín Por la Mañana," runs weekday mornings Southern California
- Nationally Syndicated Show in over 100 Cities
- Piolín por La Mañana :The top ranked morning show in Los Angeles (regardless of language)



## Program Basic's

- 4 Week Pre Recorded radio media Plan During Show
- (3)- 60 Second Spots Per Week. 1<sup>st</sup> 3hr's of the show.
- Nation Wide Coverage and Regional/ Targeted promotions Available



## Nation Wide Advertisement

(4 Weeks/ 3 per Week):

- 5MM Impressions over the Time Period
- Demographics of Listeners: HA 25-49

Male/ Females: 64/36

Average Income: \$51,800

R/F over 4 Weeks: 12.4/2.2

## Southern California Targeted \*

(4 Weeks/ 3 Per Week):

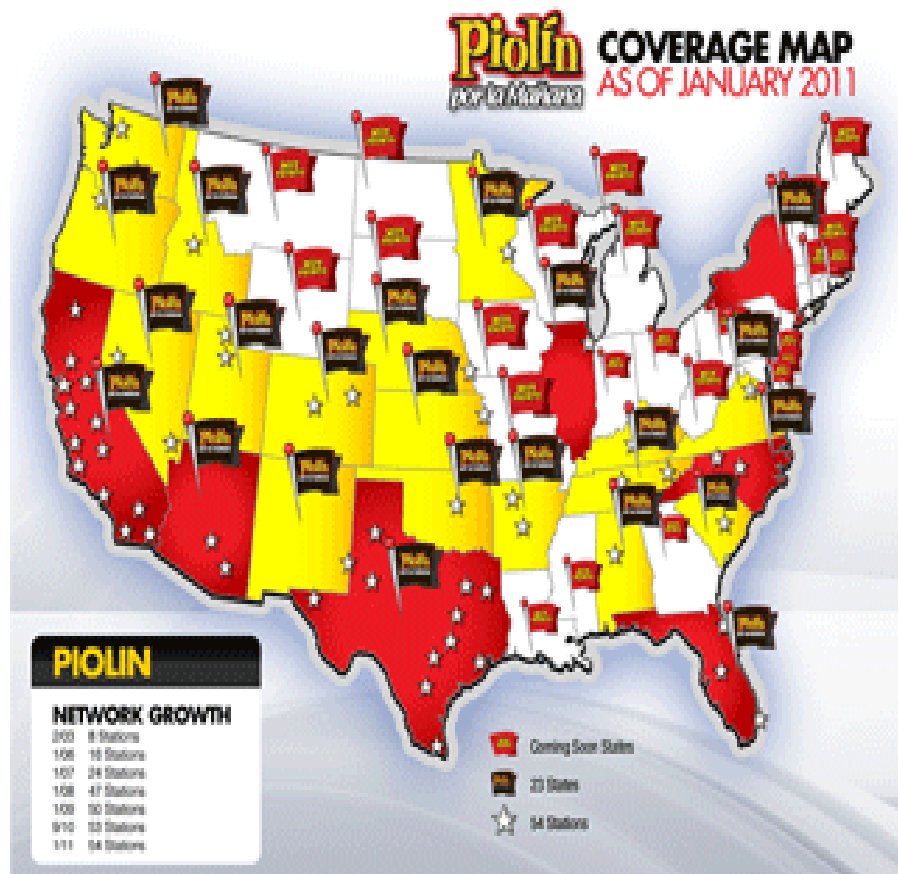
- 840,000 Impressions over the Time Period
- Demographic of Listeners: HA 25-49

Male/ Females: 54/46

Average Income: \$51,800

R/F over 4 Weeks: 13.3/1.8

\* Markets: LA, San Diego, Palm Springs, Santa Barbara



## Irwin and Piolin targeted AD:

- Planned AD Run for the following Weeks: 8/22, 8/29, 9/5 and 9/12
- Include National Tradesmen Day/ Week and Hispanic Heritage Month
- Ad Copy will include some or all of the following:
  - 1) National Tradesmen Day Call Out
  - 2) Existing or New Promotion in Lowe's Stores
  - 3) Irwin Hispanic Marketing Initiatives- Web Site, San Diego Events, Etc.

