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PUMPKIN MASTERS

AMERICA'S FAVORITE



Nancy Bailey & Associates, Inc.

BUILDING BRANDS THROUGH LICENSING

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The creator of the world's first pumpkin carving kit, Pumpkin Masters® has changed the way millions of Americans celebrate Halloween by making it easy to create pumpkin designs. The #1 brand and category leader in pumpkin carving kits for more than 20 years, Pumpkin Masters® offers a full line of innovative products including carving tools, lighting, decorations and trick-or-treat accessories.

Brand Strength

According to ACNielsen, Pumpkin Masters® continues to be the leader in pumpkin carving positioned as America's favorite and the brand retailers trust the most:

- Category leader with 79% dollar share at FDM (including Wal-Mart)
- Largest non-candy brand in Halloween merchandising outside of beverages and candy
- 74% unit share at FDM (including Wal-Mart)
- Generates 90% of Wal-Mart's sales in the pumpkin carving category
- Pumpkin Masters® has 8 out of the top 12 selling SKU's in the pumpkin carving category, including America's #1 selling SKU - Pumpkin Masters® Pumpkin Carving Kit

Target Consumer

Pumpkin Masters® appeals to a wide range of consumers, all who value the tradition and celebration of Halloween:

Primary: Families with children up to age 12

Secondary: Young Adults 18-34



Brand Advertising, PR & Promotions

Pumpkin Masters® is supported with national advertising and promotional campaigns that include:

- TV commercials running two weeks prior to Halloween
- Full page magazine ads in *Better Homes and Gardens* and *Woman's Day*
- Pumpkin carving demonstrations by Gene Granata, world famous pumpkin carver and Pumpkin Masters® spokesperson on national TV shows such as: Food Network's *Unwrapped*, Rachael Ray, CBS Sports, Fox & Friends, Saturday Night Live, and Live! With Regis and Kelly
- Family Features editorial published in newspapers throughout the USA
- Editorial coverage sharing carving, decorating and cooking tips for Halloween
- Website provides exclusive downloads for carving stencils, carving tips and recipes for Halloween treats (www.pumpkinmasters.com)



Licensing Program

Pumpkin Masters® innovative spirit sparks endless opportunities for licensing products in categories for the Halloween season including:

**Candy • Food • Decorations • Party Favors • Bakeware
Costumes • Novelties • Toys • Home Décor**



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